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Negative views of Russia on the Rise: Global Poll

Views of Russia have strongly deteriorated since last year, as shown in the latest 24-country poll for BBC World Service conducted mostly before the events in Crimea. Feelings have become more negative in 13 countries polled, and are the most negative since the poll began in 2005.

The poll also finds that views of the United States have worsened around the world, led by sharp increases in negative views among citizens of Spain (up 19 points), Germany (up 18 points) and Brazil (up 15 points).

Views of the EU have also eroded, with perceptions of the institution being at their worst globally since the poll began and among European citizens in Spain, Germany, and France. In these three countries, negative ratings have increased (by respectively 19, 10, and 7 points), and positive ratings have simultaneously dropped (down 15, 11, and 5 points).

Meanwhile, Germany has kept its position as the most positively viewed country, with 60 per cent worldwide giving it positive ratings. As in 2013, it is followed by Canada (57%), and the UK (56%).

The UK is the country whose perceived influence in the world has most improved from 2005 to the present. Positive views towards the UK have gone up six points, from 52 to 58 per cent on average across the long-term tracking countries surveyed since the beginning of the poll. Negative ratings have simultaneously dropped eight points, from 29 to 21 per cent. Conversely, China's perceived influence has worsened the most over the same decade.

The Country Ratings Poll of 24 nations, entering its 10th consecutive year, was conducted by GlobeScan/PIPA among 24,542 people around the world between December 2013 and April 2014. It asked respondents to rate 16 countries and the EU on whether their influence in the world is "mostly positive" or "mostly negative."

Negative views of Russia now average 45 per cent across the countries polled in 2013 and 2014. They largely outweigh positive views (31%), and have gone up four points since 2013. The worsening opinion of Russia is a general trend observed in many different countries across all continents, led by Kenya (up 16 points), Spain (up 15 points), Brazil (up 13 points), and Canada (up 12 points).

In addition to Spain, Germany, and Brazil, views of the USA have also declined in Canada, and, more sharply, among traditionally-friendly African countries. On average, positive views of the USA across the tracking countries have dropped three points to 42 per cent while negative views have risen by four points to reach 39 per cent. This is the third consecutive year that the perceived influence of the USA has worsened.

Japan has continued its downward movement. In 2012 Japan was the most positively rated country, while in 2013 it dropped to fourth place with an average seven-point decline in positive ratings. This year Japan has dropped two more points (49% of positive views) and is now in fifth place among all nations assessed. Negative views of Japan are at their highest since 2006, and have hit a record high of 90 per cent among Chinese (up from 74%).

GlobeScan's Lionel Bellier commented: “It is probably not a coincidence that the nations that showed the sharpest increases in negative views of the United States—Spain, Germany, and Brazil—are ones where extensive US surveillance activity has been discovered and widely criticized."

Steven Kull, Director of PIPA, commented: “Though the polling period mostly pre-dated the action in Crimea and overlapped the Sochi games and the freeing of Khodorkovsky and the Pussy Riot members, it was also a period during which Putin had pressed Ukraine to not move toward the EU, and when the first riots took place in the streets of Kiev.”

A total of 24,542 citizens across 24 countries were interviewed face-to-face or by telephone between December 17, 2013 and April 28, 2014. Polling was conducted for BBC World Service by the international polling firm GlobeScan and its research partners in each country, together with the Program on International Policy Attitudes (PIPA) at the University of Maryland. Countries were rated by half samples in all countries polled except for Argentina and Japan. In five of the 24 countries, the sample was limited to major urban areas. The margin of error per country ranges from +/- 2.5 to 6.1 per cent, 19 times out of 20.

Other Key Findings

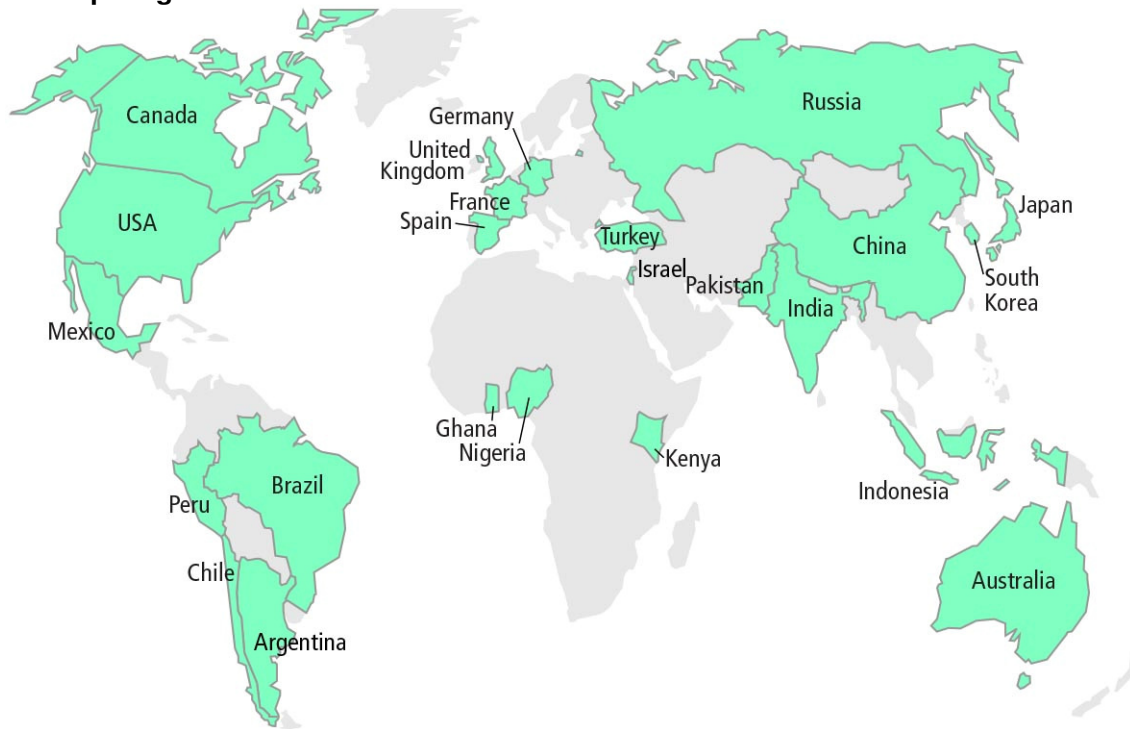
Negative views of the USA are also up in all three African countries surveyed—up 13 points in Kenya, ten points in Ghana, and seven points in Nigeria. The proportions of positive ratings in these three countries have concurrently decreased averages of two digits.

Perceptions of the EU had stabilised in 2013 after the big drop in positive views that occurred in 2012, but the declining trend has resumed again this year. Forty-seven per cent respondents in tracking countries feel that the EU has a positive influence. This is down two points, while negative ratings have simultaneously gone up by two points (now 27%). Views of the global public towards the EU are at their worst since the poll began.

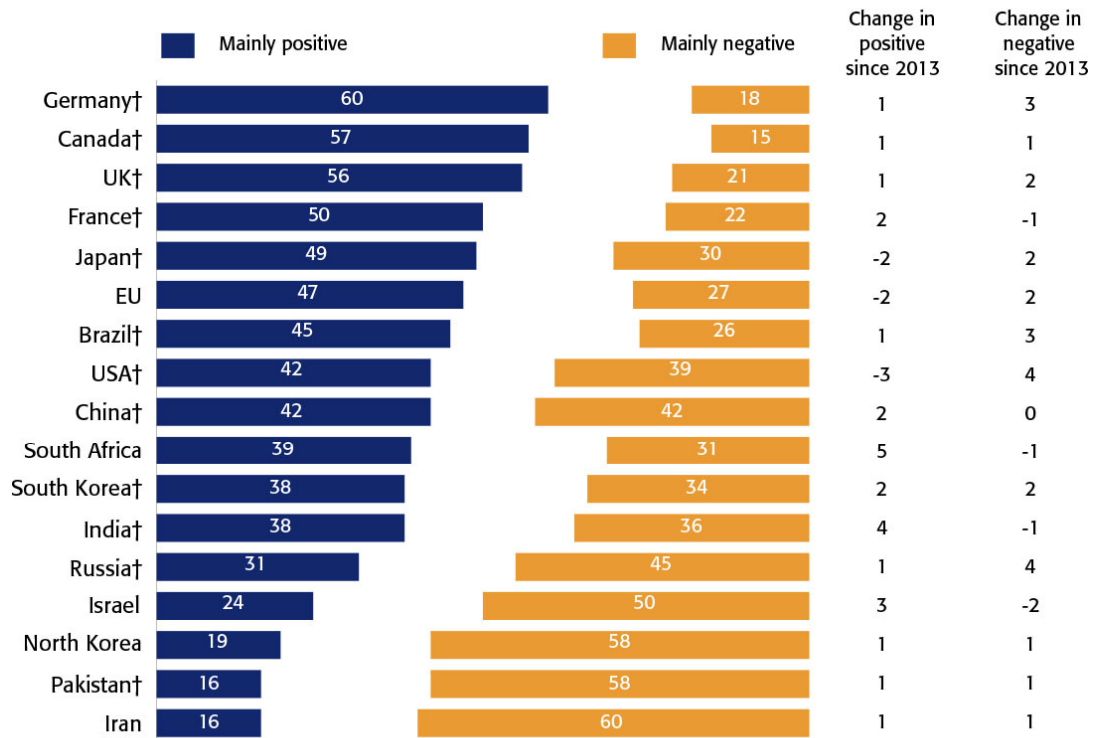
Negative views of Japan have grown particularly stark among some of its key East Asian neighbours. In China, over the last year, negative ratings have gone up 16 points to an astonishing 90 per cent. In South Korea, negative views have risen 12 points to almost four in five (79%). In these two countries, the negative sentiment is at its highest since 2006.

Several of the BRICS countries (Russia notwithstanding) that saw their ratings decline strongly last year have corrected in a positive way in 2014. For South Africa there was a five-point increase in positive ratings among tracking countries surveyed both in 2013 and 2014 (up to 39%), making it the most improved nation. The situation has also improved in India (38% of positive views, up 4 points) and China (42%, up 2 points).

Iran remains the most unfavourably viewed country, with negative ratings of its perceived influence averaging 60 per cent, followed by Pakistan and North Korea (both 58%). Israel continues to be the fourth most negatively viewed nation, despite an uptick of three points in its positive ratings (24%) and a decline in its negative ratings to 50 per cent (down 2 points) that differentiates it from the other worst-rated nations.

Participating Countries

In Brazil, China, Indonesia, Kenya, and Turkey urban samples were used.

Views of Different Countries' Influence

Average of 21 Tracking Countries,* 2013–2014

*Tracking countries include Australia, Brazil, Canada, China, France, Germany, Ghana, India, Indonesia, Japan, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, Spain, South Korea, Turkey, the UK, and the USA.

Note: Average ratings exclude the target country's rating of itself, meaning some of the averages are based on 20 and not 21 countries. These countries are marked with a dagger symbol (†)

The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."

Asked of half of sample (except in Japan)

Long-Term Trends

The BBC Country Ratings Poll is marking its tenth anniversary this year. Looking back at a decade of ratings, some broad trends are clearly identifiable as to how some countries are being viewed globally in terms of their world influence. The charts on the next page show these long-term trends among a set of 11 long-term tracking countries (i.e. only those in which the survey has been conducted every year since 2005, meaning that the average figures quoted will differ from the figures quoted elsewhere in this document).

Over the past decade, the country whose perceived influence in the world has most improved is the UK. From 2005 to the present, positive views towards the country have gone up six points, from 52 to 58 per cent on average across the long-term tracking countries. Over the same time, negative views have followed a reversed trend, decreasing from 29 to 21 per cent.

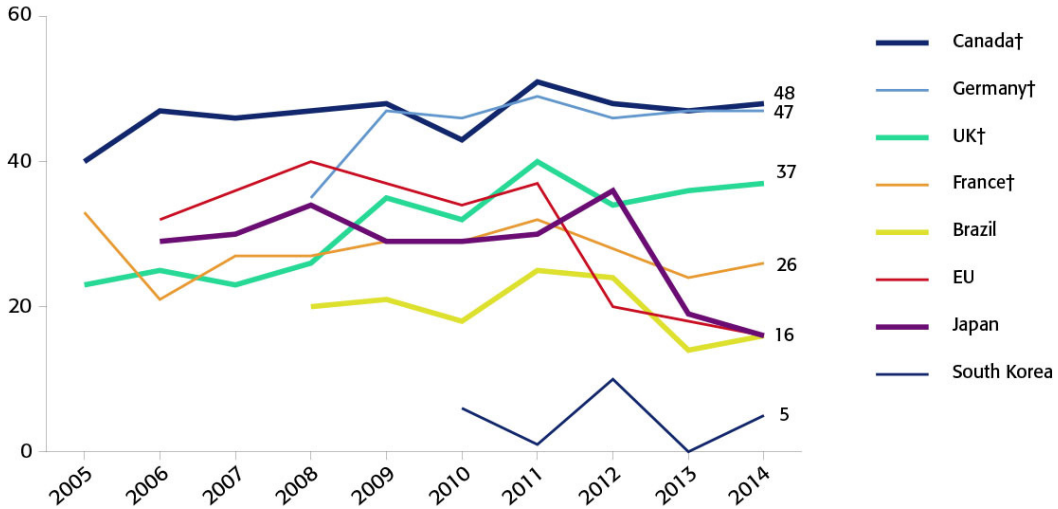
Conversely, the country whose influence in the world has worsened the most over the past decade is China. In 2005 positive views were held by nearly half (48%) and strongly outweighed negative views (32%), but since then perceptions have flipped: positive views have dropped 13 points to 35 per cent in 2014 and are now eclipsed by negative views (49%, up 17 points).

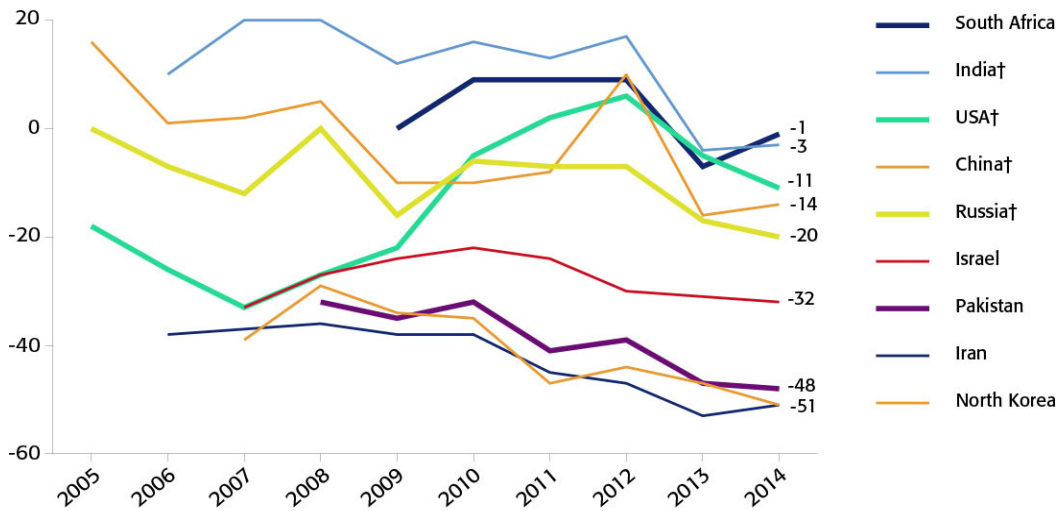
The long-term trend of perceptions of Russia is also down sharply. Neutral in 2005 with as many positive ratings as negative ones (39%), views have since gradually worsened. The proportion of negative ratings has risen 12 points to 51 per cent over the past decade and now far outweighs the proportion of those with positive perceptions, which has dropped eight points to 31 per cent.

The long-term trends of the EU and Japan over the past decade have followed relatively similar, broken trajectories. Faring both consistently quite high in terms of positive views from 2006 up until 2011 for the EU (57%), and up until 2012 for Japan (58%), their perceived world influence has seen a continuous decline since then to reach record lows in 2014 in terms of positive ratings (46% in the EU, 48% in Japan). At the same time the proportion of those with negative ratings has hit record highs in 2014, going up 11 points since 2006 in the case of the EU to reach 30 per cent in 2014, and eight points in the case of Japan to reach 32 per cent in 2014.

Perceptions of the USA were in majority negative from 2005 until 2007 when negative views of the country significantly outnumbered positive ones: a record high of 58 per cent of respondents had unfavourable attitudes towards the USA. A durable recovery started in 2008, lasting over the course of Obama's first term up until 2012 when positive views were at a high (44%, up 19 points since 2007) and outnumbered negative ratings concurrently at a low (38%). However, the reputation of the USA has receded in the past three years and overall, over the decade, while negative views of the USA have softened and dropped five points between 2005 (52%) and 2014 (47%), positive views have merely gone up two points to 36 per cent in 2014.

Views of Different Countries' Influence, Pt. 1

Net Ratings,* Average of 11 Long-Term Tracking Countries,** 2005–2014

Views of Different Countries' Influence, Pt. 2

Net Ratings,* Average of 11 Long-Term Tracking Countries,** 2005–2014

*"Mainly positive" minus "Mainly negative" ratings

**Long-term tracking countries include Australia, Canada, China, France, Germany, India, Indonesia, Mexico, Russia, the UK, and the USA. Note: Average ratings exclude the target country's rating of itself, meaning some of the averages are based on 10 and not 11 countries. These countries are marked with a dagger symbol (†)

Evolution of Perceived Influence throughout a Decade

Positive vs Negative Ratings, Selected Countries: 2005–2014

	2005*		2014	
	% pos.	% neg.	% pos.	% neg.
UK	52	29	58	21
Russia	39	39	31	51
China	48	32	35	49
EU	51	19	46	30
Japan	53	24	48	32
USA	34	52	36	47

*2006 for the EU and Japan

For more details, please visit www.GlobeScan.com or www.WorldPublicOpinion.org as well as the GlobeScan Espresso blog at http://www.globescan.com/news-and-analysis/blog.html

For media interviews with the participating pollsters, please contact:

Robin Miller, Marketing and Communications Manager
GlobeScan Incorporated
Tel: +1 647 528 2767
Robin.Miller@GlobeScan.com

Steven Kull, Director
Program on International Policy Attitudes, Washington
Tel: +1 202 232 7500
(Mobile: +1 301 254 7500)
Skull@pipa.org

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Questionnaire

I would now like to ask your impressions of some specific countries.

M1A. Please tell me if you think each of the following countries is having a mainly positive or mainly negative influence in the world.
ROTATE

at) China

01 – Mainly positive
02 – Mainly negative

VOLUNTEERED (DO NOT READ)

03 – Depends
04 – Neither, neutral
99 – DK/NA

bt) France
ct) The United States
dt) The European Union
et) Japan
ft) Israel
gt) North Korea
ht) Canada

M1B. Please tell me if you think each of the following countries is having a mainly positive or mainly negative influence in the world.
ROTATE

at) The United Kingdom

01 – Mainly positive
02 – Mainly negative

VOLUNTEERED (DO NOT READ)

03 – Depends
04 – Neither, neutral
99 – DK/NA

bt) Russia
ct) India
dt) Iran
et) Brazil
ft) Pakistan
gt) Germany
ht) South Africa
it) South Korea

Backgrounder: Country-by-Country Results

The following sections examine in detail the poll results for each of the countries rated.

The United States

Global views of the USA have declined sharply in 2014. On average, in the 20 tracking countries[1] surveyed both in 2013 and 2014, 42 per cent of respondents hold positive views of the US influence in the world, while 39 per cent hold negative views. This represents a substantial decline since 2013, with positive views decreasing by three points and negative views increasing by four points—the highest increase in the survey along with Russia. This is the third consecutive year that perceptions of the US influence worsened.

The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Argentina and Japan)
Question not asked in Chile

In terms of positive views, the USA still ranks eighth out of 17 countries rated, including the EU. Of the 23 countries surveyed about the USA's influence in 2014, 12 countries hold positive views, nine hold negative views, and two are divided (Turkey and Australia).

The deterioration of views towards the USA is mostly led by sharp increases in negative views among allies where extensive US surveillance activity has been discovered and widely criticized. Somewhat divided in 2013, the German opinion has moved firmly in negative territories following an 18-point increase in negative ratings (up to 57%, the third-most negative attitude towards the USA in the survey) combined with a 14-point decrease in positive views (down to 21%). Unfavourable views have also surged 19 points in Spain and the country's opinion has now shifted from leaning largely positively in 2013 to being somewhat negative in 2014 (39% positive vs 44% negative). Perceptions have also cooled down significantly in Brazil with negative views going up 15 points and favourable ratings decreasing by eight points. However, there is still a majority of Brazilians who view the American influence positively (51% positive vs 38% negative).

Perceptions of the USA have also worsened sharply among traditionally friendly African countries. Negative ratings are up 13 points in Kenya, ten points in Ghana, and seven points in Nigeria, and the proportions of positive ratings in these three countries have concurrently decreased averages of two digits. However, strong majorities remain favourable overall

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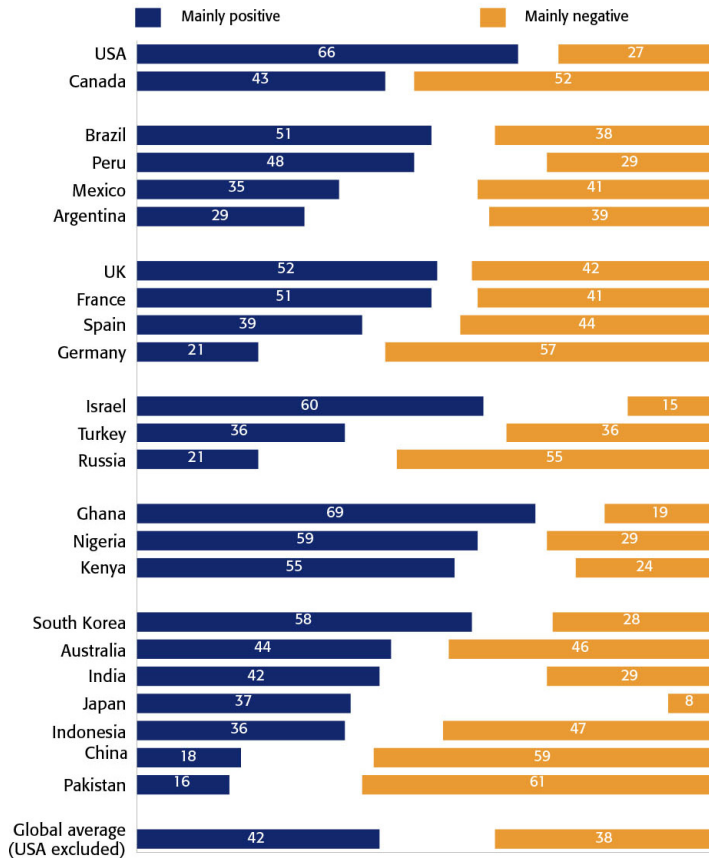
[1] All quoted tracking averages exclude the views of the nation being rated by itself, where applicable. They reflect the averages shown on the global tracking chart on page 4 and are therefore different than the 2014 global averages shown on each of the per-country charts (which include all 2014 participating countries).

(69% in Ghana, 59% in Nigeria, and 55% in Kenya)—and the most favourable in the survey for Ghana.

Opinions of the USA have become less favourable among neighbouring countries as well. In Canada, the public has shifted from being divided in 2013 to leaning negatively (43% positive vs 52% negative) this year following a seven-point increase in negative ratings. The same shift happened in Mexico where the population is now leaning somewhat negatively (35% positive vs 41% negative). Surveyed for the first time in 2014, respondents in Argentina mostly lean negative as well (29% positive vs 39% negative).

In Europe, France and the UK buck the worsening trend seen among the Germans and the Spaniards. A stable majority of French (51%) remain positive towards the American influence while perceptions have nicely improved in the UK where the opinion has shifted from being divided in 2013 (46% positive vs 46% negative) to leaning positively this year (52% positive vs 42% negative). In peripheral Europe, views have warmed among the Turks, with negative ratings dropping 23 points and positive ratings going up by nine points, making the opinion shift from leaning negatively in 2013 to being divided in 2014 (36% positive vs 36% negative). Surveyed for the first time this year, Israel holds very warm views towards its closest ally: six in ten Israelis (60%) have favourable attitudes of the USA, the second highest percentage after Ghana.

In Asia, views have remained stable but are quite diverse. South Koreans are the most favourable towards the USA, with 58 per cent posting positive ratings of the American influence. In India and Japan, pluralities lean positively (42% and 37%, respectively), though a majority of Japanese is in fact undecided (54%). A stable plurality in Indonesia leans negatively (47%), while the most unfavourable views towards the USA in the survey are held in Pakistan (61%) and China (59%).

Russia

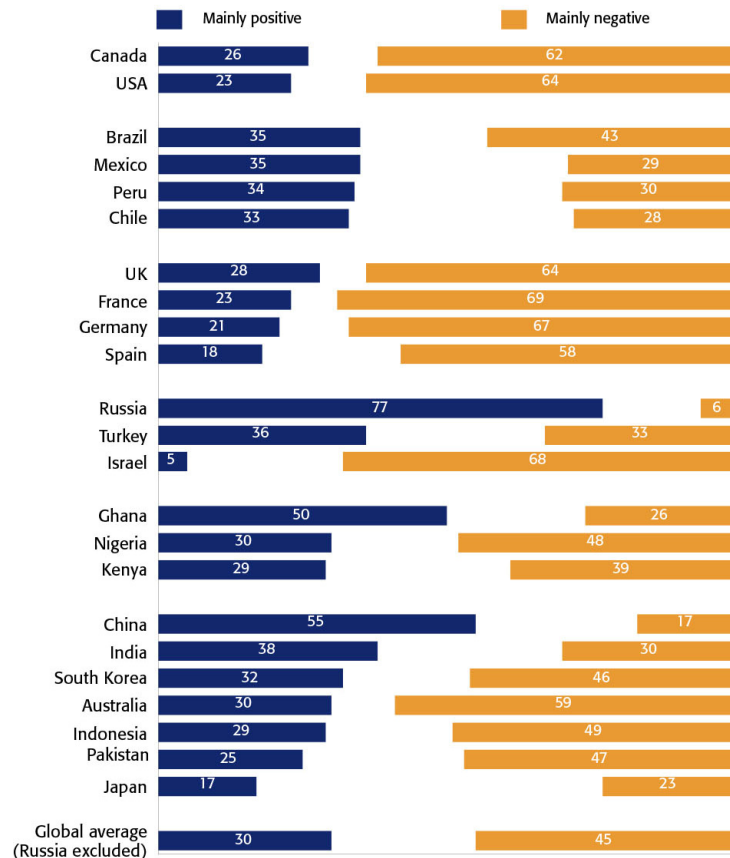
Views of Russia have continued to deteriorate strongly over the past year. In the 20 tracking countries surveyed both in 2013 and 2014, negative ratings have jumped four points to 45 per cent. This is the highest increase in negative ratings in the survey with the USA. At the same time, the proportion giving positive ratings to the Russian influence in the world has remained stable and low at 31 per cent. In terms of the proportion of positive views, Russia remains the fifth worst rated country.

The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Japan)
Question not asked in Argentina

Of the 23 countries surveyed in 2014, only six lean positive, 15 lean negative, and two are divided (Peru and Turkey).

The worsening opinion of Russia is a general trend observed in many different countries across all continents. Perceptions have become more negative in 13 countries polled, and are now at their lowest at a global level on average since the survey started.

Europe appears as the region where the most unfavourable views are found. Negative perceptions have increased by six points in France and Germany to respectively 69 and 67 per cent (the highest and third highest proportions in the survey), and by 7 points in the UK (64%, and the fourth highest proportion). Feelings have become frankly more dire among Spaniards as well with 58 per cent who hold negative views (up 15 points) and 18 per cent only who lean favourably (down 12 points, and the third lowest proportion of positive ratings in the survey). With 68 per cent of negative ratings, newly surveyed Israel holds the second worst views towards Russia after France. Turkey is bucking this unfavourable trend as the perceived world influence of Russia is seen more positively there than before there. Thanks to a drop of 13 points in negative ratings combine with a six-point increase in positive ratings, the Turkish opinion has shifted from leaning negatively in 2013 to being divided this year (36% positive vs 33% negative).

In the Americas, the situation has also deteriorated though there are some stark differences between North and South. In North America, views are strongly negative with 64 per cent of Americans holding negative perceptions of Russia's influence (up 5 points) and a similar proportion in Canada (62%, up 12 points). In Latin America, a stronger plurality leans negative in Brazil (43% negative, up 13 points) despite a ten-point increase in positive ratings (now at 35%). Positive perceptions have cooled down in Chile and Mexico where the opinions are narrowly positive only (33% positive vs 28% negative in Chile and 35% positive vs 29% negative in Mexico). Peru is bucking this trend as the only country in the region with improved views: from leaning negatively in 2013 (25% positive vs 34% negative), the Peruvians are now divided (34% positive vs 30% negative). Apart from Brazil, the other

countries surveyed in this region have high proportions of undecided respondents when it comes to assessing Russia's world influence (between 36% and 39%).

In the African surveyed countries, attitudes have become more negative as well but views in Ghana diverge compared to respondents in Kenya and Nigeria. Though slightly decreasing, a majority of Ghanaians continue to lean favourably towards Russia (50%, the third highest proportion in the survey). However, in Kenya, the opinion has shifted from leaning positively in 2013 to being divided in 2014 (29% positive vs 39% negative) following a 16-point increase in negative ratings. The shift in opinions is also marked in Nigeria where the public was divided in 2013: close to a majority of Nigerians are now holding negative views (48%, up 6 points) as opposed to just 30 per cent of positive views (down 12 points).

In Asia, views among the two BRIC peers are positive. The Chinese in particular have warmed up towards their neighbour with 55 per cent posting favourable ratings (up 11 points). Out of Russians' ratings of their own country, China is the most favourable towards Russia among all countries surveyed.

Elsewhere in Asia, views continue to be mostly unfavourable in Pakistan (47% and stable), Indonesia (49%, up 6 points), and South Korea (46%, up 6 points). A very small plurality leans negatively in Japan (23%) but six in ten Japanese are unable to take any side. With 59 per cent of negative ratings (up 6 points), Australia is more aligned with its occidental counterparts in Europe and North America in the way it views Russia's influence.

Germany

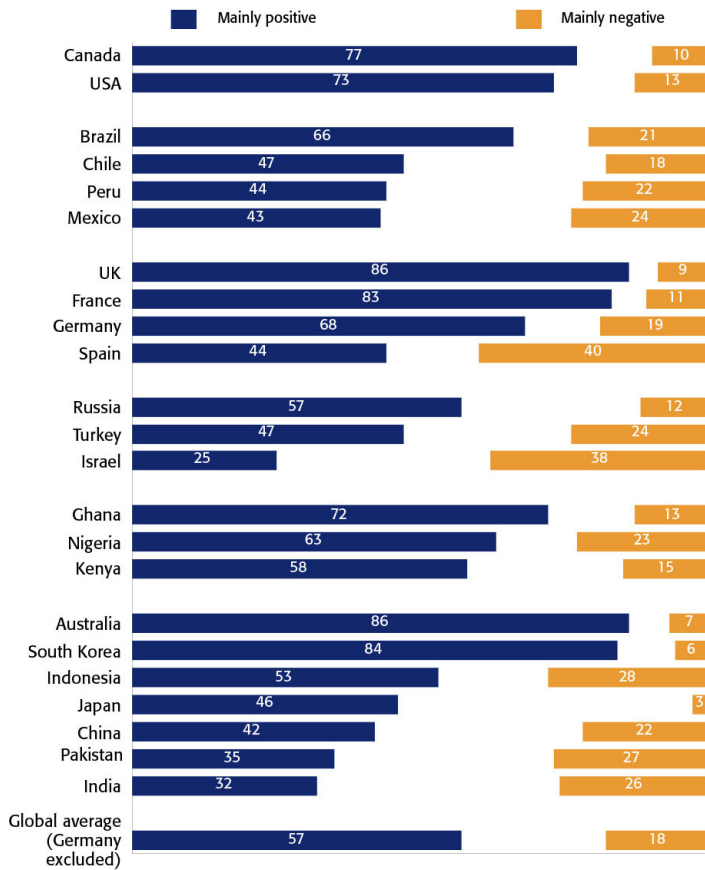
Germany has kept its position of the most favourably viewed nation in 2014. On average, in the 20 tracking countries surveyed both in 2013 and 2014, 60 per cent of people rate Germany positively. This is the highest percentage out of all countries evaluated and is one percentage point higher than in 2013. At the same time however, negative views towards Germany have increased by three points globally, up to 18 per cent. Of the 23 countries polled in 2014, all lean positive except for two, these being Spain, where the opinion is divided, and Israel.

The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Japan)
Question not asked in Argentina

Apart from Spain, perceptions of Germany in the other EU countries surveyed are very favourable. The most positive ratings are found in the UK where 86 per cent of respondents lean positively (up 8 points and the highest proportion in the survey with Australia). With 83 per cent of positive ratings, neighbouring France is the second most favourable country towards Germany's influence. In peripheral Europe, a solid and stable majority of Russians (57%) hold favourable perceptions of Germany, while a stable plurality in Turkey does too (47%). Spain is the only country where opinions have reversed, quite strikingly. Following a 24-point plunge in positive ratings entirely converted in negative ratings (up 27 points), the Spanish opinion has shifted from leaning strongly positively in 2013 (68% positive vs 13% negative) to being divided in 2014 (44% positive vs 40% negative). Incidentally, the proportion of negative ratings in Spain is by far the highest in the survey, with Israel the only country that trails it narrowly with 38 per cent of unfavourable ratings. Israel is the only country whose overall opinion towards Germany is negative as just a quarter of respondents (25%) hold positive views.

In North America, attitudes towards Germany's influence in the world are very positive, with 73 per cent of favourable views held among American respondents and a growing majority of 77 per cent in Canada (up 8 points).

In the African countries surveyed, favourable perceptions also continue to prevail, though more moderately this year in Ghana and Nigeria. Just over seven in ten Ghanaians (72%) give positive ratings to Germany, which is down 12 points since 2013. Positive perceptions have dropped six points in Nigeria (down to 63%) and almost a quarter of Nigerians feel negative (23%, up 5 points). Bucking this soft landing trend, perceptions in Kenya have improved with a growing majority of Kenyans posting positive ratings (58%, up 6 points).

Feelings toward Germany in Latin America are mixed with a nice improvement seen in Brazil, but a deterioration has taken place in Chile and Mexico. Positive views have increased an average of 13 per cent among Brazilians (up to 66%) and Brazil is now the

most favourable towards Germany in the region. In Chile and Mexico, comfortable majorities holding favourable views in 2013 have become pluralities only following an 11-point drop in positive ratings in both countries (down to 47% in Chile and 43% in Mexico).

In Asia, the most favourable views towards Germany are found among the OECD countries. With 86 per cent of the public leaning positively (up 10 points), Australia is the best supporter of Germany (equally with the UK), closely followed by South Korea (84%, up 8 points). Although one in two in Japan is unable to take a side, a very strong plurality of Japanese holds positive feelings (46%) and the country has the lowest proportion of negative ratings (3%).

Elsewhere in Asia, views remain positive but have moderated in Indonesia (53% positive ratings, down 7 points) and in China (42%, down 6 points). Respondents in India are more polarised than last year following a 12-point increase in negative ratings and are now somewhat positive (32% positive vs 26% negative). Attitudes in neighbouring Pakistan have warmed following a 6-point increase in positive ratings, making the opinion shift from being divided in 2013 to leaning positively in 2014 (35% positive vs 27% negative) for the first time since Pakistan took part in the survey in 2010.

Canada

Global views of Canada have remained stable and very positive overall in 2014. On average, in the 20 tracking countries polled in 2013 and 2014, 57 per cent of people on average have positive views of Canadian influence in the world (56% in 2013), and 15 per cent hold negative views (down 1 point). In terms of positive views, Canada continues to rank in second place out of all countries rated, behind Germany. Of the 23 countries that have evaluated Canada in 2014, all are on balance positive about Canada's influence.

Views of Canada's Influence
By Country, 2014

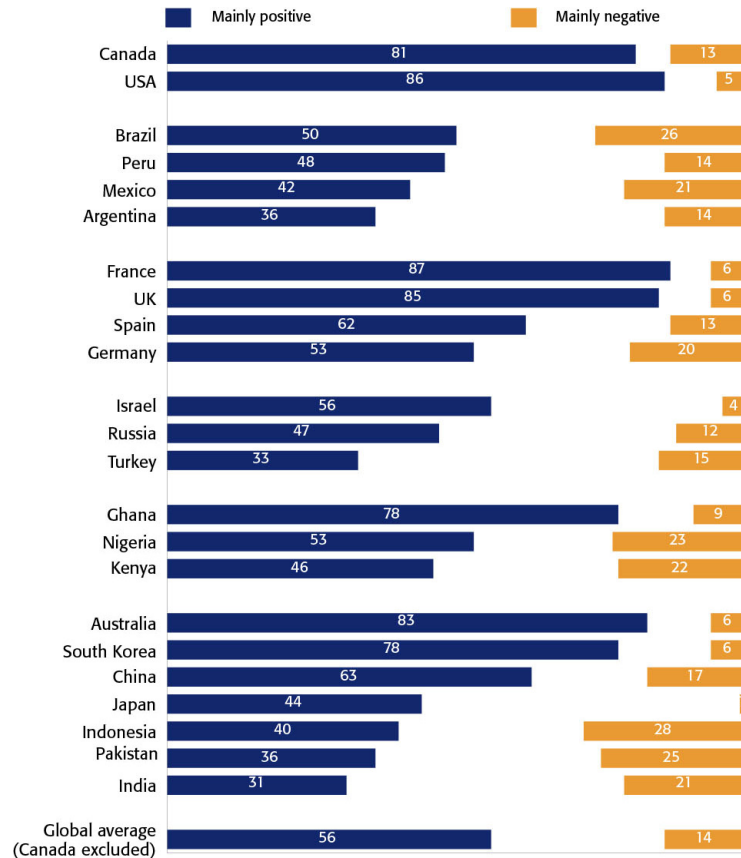
Country	Mainly positive	Mainly negative
Canada	81	13
USA	86	5
Brazil	50	26
Peru	48	14
Mexico	42	21
Argentina	36	14
France	87	6
UK	85	6
Spain	62	13
Germany	53	20
Israel	56	4
Russia	47	12
Turkey	33	15
Ghana	78	9
Nigeria	53	23
Kenya	46	22
Australia	83	6
South Korea	78	6
China	63	17
Japan	44	1
Indonesia	40	28
Pakistan	36	25
India	31	21
Global average (Canada excluded)	56	14

The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Argentina and Japan)
Question not asked in Chile

The sentiment towards Canada is positive in different countries on different continents, but the most favourable views about Canada are found among traditional allies. France is the best advocate of Canada in 2014, with 87 per cent of French giving positive ratings to Canada's influence in the world (up 5 points). It is closely followed by neighbouring Americans (86%), the UK (85%, up 5 points), and Australia (83%).

In Africa, Ghanaians hold strong favourable views (78% and up 7 points). The pictures are also positive in Nigeria and in Kenya, though more moderate, with a stable majority of 53 per cent of Nigerians who lean positively and a plurality of 46 per cent among Kenyans. In Kenya, however, negative perceptions have increased by nine points up to 22 per cent.

In Asia, South Koreans hold strong and stable favourable views (78%). Views are also firmly entrenched in positive territory in China (63%, up 8 points) and in Japan (44% positive vs 1% negative). In the rest of Asia, the publics are all positive, though not in the same proportions. A small plurality of Indians leans positive (31%, up 5 points) against the 21 per cent who lean negative (up 8 points). Four in ten in Indonesians (40%) have favourable attitudes, but this proportion has dropped nine points since 2013 and negative views have risen 12 points (28%). In Pakistan, perceptions have continued to improve for the fourth consecutive year. Thirty-six per cent of Pakistanis give positive ratings to Canada's influence in the world. This represents a nine-point increase and for the first time since Pakistan took part in the survey, a plurality is now leaning favourably towards Canada (36% positive vs 25% negative).

In the EU countries, attitudes among Spaniards and Germans remain strongly in positive territory but are more muted than in France and the UK. Over six in ten in Spain (62%) hold favourable views of Canada, but the proportion has dropped 12 points over the past year. Following the sudden cooling in views in Germany in 2013, a stable majority of Germans

feels positive in 2014 (53%), but the proportion of those with negative feelings has gone up nine points to 20 per cent.

At the periphery of Europe, an increased proportion of Russians is rating Canada positively (47%, up 7 points), but the public in Turkey has become more undecided about Canada's perceived influence: positive ratings have dropped ten points to 33 per cent, and a double digit decrease in negative ratings (15%, down 19 points) leaves a majority of undecided respondents overall. Surveyed for the first time, respondents in Israel have very warm feelings of Canadians (56% positive vs 4% negative).

Views of Canada in the Latin American countries surveyed are all favourable as well. One in two in Brazil (50%, stable) rates Canada positively – but the proportion of negative ratings has increased by nine points (up to 26%). Solid and stable pluralities continue to lean positively in Peru (48%) and Mexico (42%), and negative ratings among Mexicans have dropped six points over the past year (down to 21%). Asked to rate Canada for the first time this year, 36 per cent of Argentinians rate it favourably but one in two (50%) does not have a clear opinion on the matter.

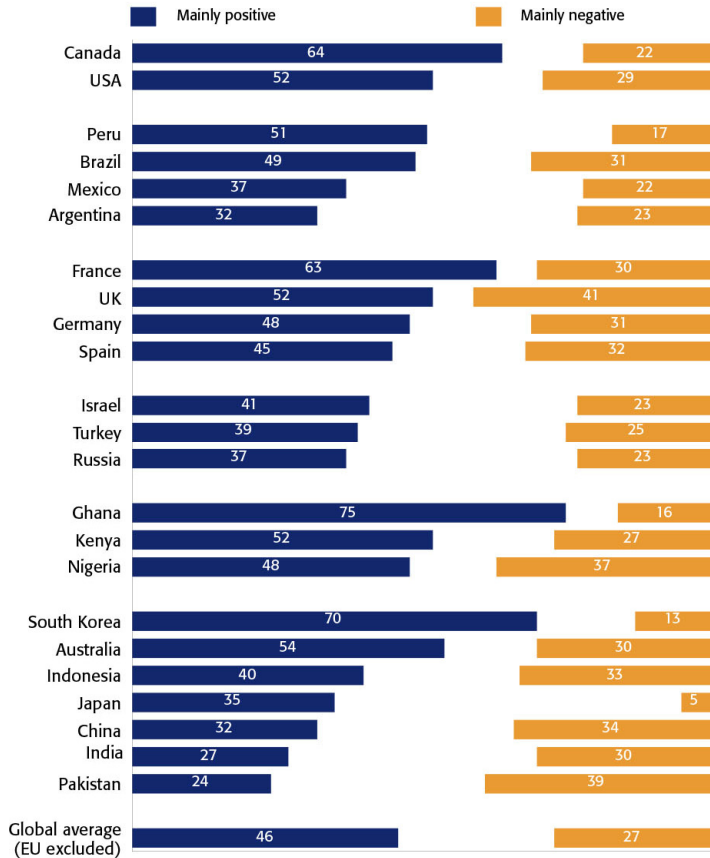
The European Union

Perceptions of the EU had stabilised in 2013 after the big drop in positive views that occurred in 2012, but the declining trend has resumed this year again. On average, in the 21 tracking countries polled in 2013 and 2014, 47 per cent respondents feel positive about the EU's global influence. This is down two points, while negative ratings have simultaneously gone up by two points to reach 27 per cent.

Of the 23 countries surveyed in 2014, almost all lean positive (20 countries) however, overall, views of the global public towards the EU are at their worst since the first ratings of the institution in 2006. One country leans negative (Pakistan), and two are divided (China and India).

The most positive views of the EU are found in different countries around the world. Ghana holds the most favourable attitudes with 75 per cent rating the European institution positively. South Koreans are the second most positive with 70 per cent of friendly ratings (up 5 points), followed by Canada where views have warmed greatly and positive ratings gaining 13 points, up to 64 per cent.

In the EU countries surveyed, though positive overall, views have worsened quite noticeably. Sixty-three per cent of French lean positively towards the institution—the highest proportion among EU members, although the French sentiment has cooled perceptibly and is at its lowest since 2006. Positive ratings have never been so low (down 5 points) and negative ratings never so high (30%, up 7 points). The same low point situations are seen in Spain and Germany. Following a 15-point drop in positive ratings, for the first time, less than one in two (45%) among Spaniards feel positive about the EU, and over one in three leans negatively (32%, up 19 points). For the second year in a row, support for the EU among the Germans has eroded seriously, dropping 11 points and leaving only a plurality to rate the EU positively (48% and less than one in two for the first time since 2006). Negative ratings are also at their highest with 31 per cent (up 10 points). The British are surprisingly bucking this negative trend among EU members. Holding negative feelings overall for the first time in 2013 (42% positive vs 47% negative), the opinion has shifted back into positive territory following a 10-point increase in positive ratings (52%) and a six-point drop in negative ratings (41%). The British opinion remains nevertheless strongly polarised with the highest proportion of unfavourable views out of all countries surveyed.

As in the UK, views of the EU among Americans have warmed and retrieved an absolute majority of positive ratings lost in 2013 (52%, up 6 points). The same pattern is also observed in Australia where the opinion has shifted back into positive territory after two

consecutive years of being divided and following a 12-point drop in negative ratings (now 30%) entirely converted in positive views (54% positive, up 13 points).

In peripheral Europe, the opinion in Turkey has shifted from leaning negatively in 2013 (38% positive vs 46% negative) to leaning positively this year following a 21-point drop in negative views (39% positive vs 25% negative). In Israel, a plurality of 41 per cent leans positive, while views among Russians have deteriorated slightly, though remaining favourable overall (37% positive vs 23% negative).

Among the BRIC countries, apart from previously mentioned Russia, views are following a worsening trend. Close to a majority in Brazil (49%, stable) are supportive of the EU's influence in the world but negative perceptions have gone up 11 points (31%). In India, the decline is more pronounced, with positive ratings dropping six points to 27 per cent and negative ratings rising nine points (30%). As a result, the Indian opinion has shifted from leaning positively in 2013 to being divided in 2014. The cooling is also marked among the Chinese public where positive feelings have hit a bottom low (32%, down 8 points) and negative ratings a record high (34%, up 6 points). For the first time since they are asked to rate the EU's global influence, the Chinese appear as divided.

Apart from Ghana, views in the two other African countries surveyed have declined significantly. A 52-per cent majority still leans favourably towards the EU among Kenyans, but this has dropped eight points over the past year while negative have gone up 15 points at the same time (up to 27%). Less than one in two Nigerians have supportive views of the EU this year (48%)—this is down ten points compared to 2013 and the drop has all been converted into a rise of negative ratings (37%, up 11 points). Both in Nigeria and Ghana, perceptions of the EU are their worst since 2006.

In Latin America, a stable majority of Peruvians gives positive ratings to the EU (51% positive vs 17% negative). In Argentina and Mexico, respective pluralities of 32 and 37 per cent lean favourably, but an increased proportion of Mexicans proves to be undecided about their mood towards the EU.

In Asia, views among Japanese citizens have remained stable in terms of positive ratings (35%) and negative ratings have dropped six points to just about 5 per cent. Perceptions in Indonesia have eroded: a plurality remains positive (40%) but this is down ten points compared to 2013, and with 33 per cent of negative ratings (up 11 points), Indonesians have never had such high unfavourable views towards the EU. Pakistan remains the least favourable towards the EU out of all the countries surveyed, with less than a quarter of respondents (24%, stable) rating the EU positively and 39 per cent who rate it negatively.

The United Kingdom

Views of the UK have remained amongst the most favourable overall in 2014 and fairly stable with the glowing picture that was observed in 2013. On average, in the 20 tracking countries surveyed both in 2013 and 2014, 56 per cent say that British influence is positive (one point higher than in 2013). Over the same period, negative opinions have increased two points to 21 per cent. Britain continues to be ranked third in terms of its perceived positive influence in the world, behind Germany and Canada. In the 23 countries surveyed this year, all countries but one lean positive towards the UK. As in 2013, Pakistan is divided.

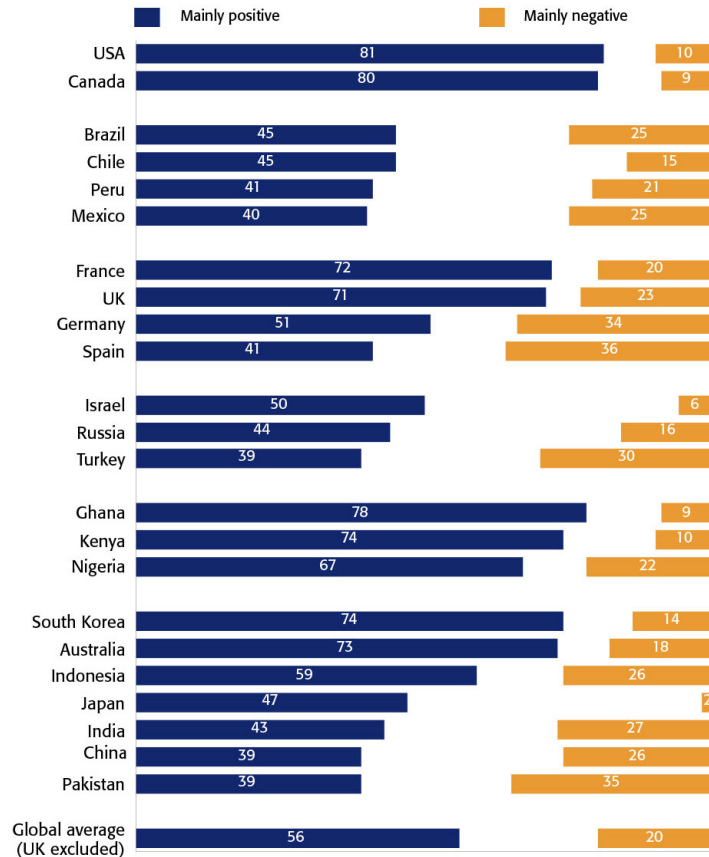
Views of the United Kingdom's Influence
By Country, 2014

Country	Mainly positive	Mainly negative
USA	81	10
Canada	80	9
Brazil	45	25
Chile	45	15
Peru	41	21
Mexico	40	25
France	72	20
UK	71	23
Germany	51	34
Spain	41	36
Israel	50	6
Russia	44	16
Turkey	39	30
Ghana	78	9
Kenya	74	10
Nigeria	67	22
South Korea	74	14
Australia	73	18
Indonesia	59	26
Japan	47	2
India	43	27
China	39	26
Pakistan	39	35
Global average (UK excluded)	56	20

The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Japan)
Question not asked in Argentina

The most favourable attitudes toward the UK are found in fellow Anglophone North America, where the proportions of respondents giving positive ratings to the UK's global influence have grown stronger and never been so high since the poll began in 2005. They represent 81 per cent in the USA and 80 per cent in Canada and have increased respectively seven and 11 points over the past year. Negative ratings from Canadians have simultaneously dropped six points (9% in 2014). Australians also hold stronger positive views of the UK: the 2013 drop in favourable ratings has been cancelled and supportive views are now back to their 2012 level, with a12-point increase in positive ratings (73%) combined to a seven-point drop in negative ratings (18%).

Perceptions continue to be also very favourable in Sub-Saharan Africa. Ghanaians are again the most supportive of the British influence out of the three African countries surveyed (and the third most supportive in the whole survey) with almost eight in ten respondents holding positive views (78%). This proportion is ten points lower than in 2013 however, and the proportion of those leaning negatively is slightly on the rise, although still very low (9%, up 6 points). Views among Nigerians have moderated a little with 67 per cent rating the UK positively (down 8 points), while attitudes among Kenyans have remained stable and very favourable (74% positive).

In Europe, all EU countries continue to rate British influence positively but the situation is much contrasted. Positive views in France have maintained the bullish trend started in 2013, and with 72 per cent of favourable views (up 8 points), the French mood towards their neighbour across the Channel has never been so high. This positive picture contrasts with that in Germany where a majority rates the UK positively (51%), but where a 15-point increase in negative ratings (34% and highest proportion since the poll began) has led the German public opinion to become much more polarised in its views of the UK. The outlook is much grimmer in Spain as well: favourable attitudes have plummeted to 41 per cent,

registering a 25-point drop almost entirely converted in increased negative ratings (36%, up 22 points).

At the periphery of Europe, Turkey is bucking this negative movement as the country's opinion shifted from leaning negatively in 2013 (31% positive vs 40% negative) to leaning positively this year (39% positive vs 30% negative). Views in Russia have remained stable (44% positive) while in Israel, one in two respondents (50%) has a friendly attitude towards the UK.

In Latin American countries surveyed, pluralities within 40 and 45 per cent view British influence positively, but the public opinion has evolved differently in the surveyed countries. Brazilians have become more assertive in their views of the UK's global influence, with improved positive ratings (45%, up 12 points) but also increased negative perceptions (25%, up 6 points). In Peru, perceptions have become much more supportive due to an 11-point rise in positive views (41% and highest proportion since Peru takes part in the survey). In Chile, the mood is not as warm as it was last year with positive ratings dropping ten points to 45 per cent, while a stable plurality among Mexicans (40%) leans favourably.

In Asia, besides Australia, the most favourable ratings of the UK's global influence are found among South Koreans (74%, up 7 points) and Indonesians (59%, but down 6 points). In Japan, a stable and very strong plurality of 47 per cent is supportive of British world influence.

Perceptions in the two emerging giants of the region have cooled quite firmly in 2014, though still remaining in positive territory. At a zenith in 2013 since the poll began in 2005, positive ratings among Indians have dropped six points to 43 per cent this year and negative ratings have climbed 11 points to 27 per cent. In China, negative ratings remained stable at 26 per cent but positive feelings about the UK have decreased to 39 per cent only (down 9 points) and are at their lowest since 2005.

In Pakistan, the public remains mostly divided although the proportion of respondents holding positive views of the UK has continuously improved since Pakistan started to take part in the survey in 2010. Thirty-nine per cent of Pakistanis give positive ratings to the UK, but this is not enough yet to make the overall opinion shift firmly into positive territory (39% positive vs 35% negative).

Japan

Global views of Japan have continued to follow a downward movement in 2014. On average, in the 20 tracking countries surveyed both in 2013 and 2014, 49 per cent hold positive views of Japan, which represents a two-point drop since 2013. At the same time, negative views have gone up two more points to reach 30 per cent. In 2012, Japan was the most positively rated country, while in 2013 it dropped to fourth place. This year Japan has lost another rank in the table of most positively rated countries and is now in fifth place. Despite this, the spread by country continues to show that almost all publics in the surveyed countries lean favourably towards Japan: out of the 23 countries surveyed in 2014, 19 lean positive, three lean negative, and one is divided (India).

Views of Japan's Influence
By Country, 2014

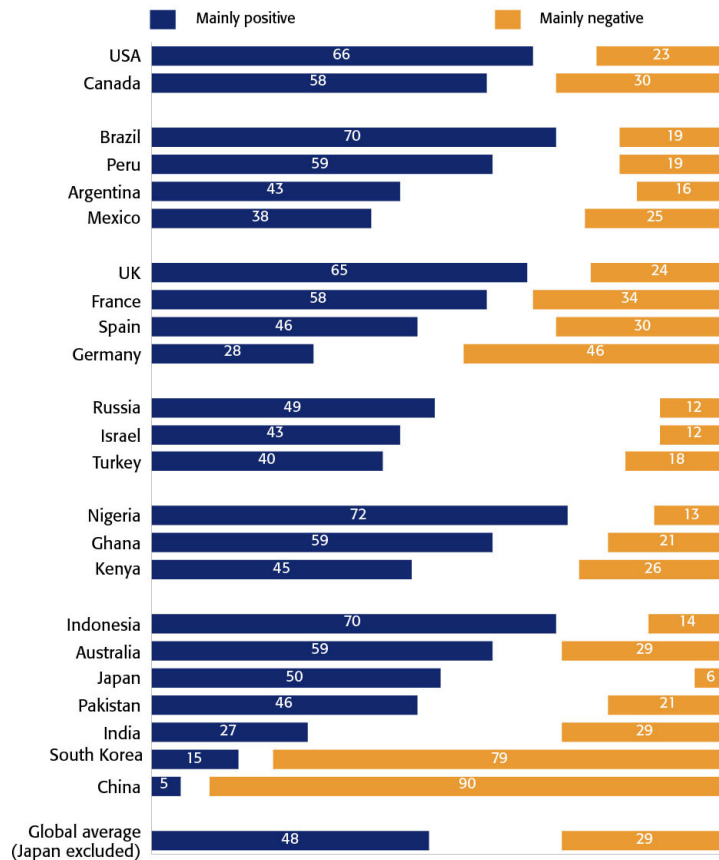
	Mainly positive	Mainly negative
USA	66	23
Canada	58	30
Brazil	70	19
Peru	59	19
Argentina	43	16
Mexico	38	25
UK	65	24
France	58	34
Spain	46	30
Germany	28	46
Russia	49	12
Israel	43	12
Turkey	40	18
Nigeria	72	13
Ghana	59	21
Kenya	45	26
Indonesia	70	14
Australia	59	29
Japan	50	6
Pakistan	46	21
India	27	29
South Korea	15	79
China	5	90
Global average (Japan excluded)	48	29

The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Argentina and Japan)
Question not asked in Chile

As in 2013, the most favourable views of Japan are found among Nigerians and Indonesians although with a stable proportion of positive views (72%), Nigeria is just ahead of Indonesia where attitudes towards Japan have cooled a bit (70%, down 12 points). Brazil also continues to hold strong positive views (70%, stable) despite a nine-point uptick in negative ratings (up to 19%).

All surveyed publics in Latin America have favourable perceptions of Japan, though to a much lesser extent than Brazilians. A comfortable majority of Peruvians posts favourable ratings, but the proportion has decreased somewhat (59%, down 5 points). Asked to rate their perceptions of the Japanese influence for the first time, Argentineans lean nicely positively (43% positive vs 16% negative). In Mexico, the mood has warmed due to a 13-point drop in negative ratings, making the opinion shift from being divided in 2013 (42% positive vs 38% negative) to leaning positively this year (38% positive vs 25% negative).

In North America, comfortable majorities of Americans (66%) and Canadians (58%) think positively of Japan. In Canada, however, the opinion has reached a low point since Japan started to be evaluated in 2006. Positive ratings have remained fairly stable (down 3 points), but are still at their lowest, while a seven-point increase in negative ratings (30%) has pushed to a record high since 2006.

Among countries surveyed in Asia, views are quite diverse. After Indonesia, Australia is the warmest country in the region towards Japan with 59 per cent of positive views (up 6 points) and 29 per cent of negative views (down 7 points). Views in Pakistan have remained stable and favourable with close to a majority giving positive ratings (46%). Elsewhere in Asia, however, perceptions have become much grimmer and have partially driven the continuous decline in views of Japan globally. In India the public mood has shifted from leaning

positively in 2013 to being divided this year, following a 14-point increase in negative ratings (now 29%) and a six-point drop in positive views (down to 27%). But negative views of Japan have grown particularly stark among its two close East Asian neighbours. In China, over the last year, negative ratings have gone up 16 points to an astonishing 90 per cent, and positive ratings have dropped from 17 to 5 per cent only. In South Korea, negative views have risen 12 points to almost four in five (79%). In South Korea and China, the negative sentiment is at its highest since 2006.

Regarding the Japanese themselves, they have never rated their country so well: one in two (50%, up 5 points) think positively of their country's influence in the world.

In Europe, attitudes towards the perceived influence of Japan are diverse. Britons have the most favourable views and those have grown warmer over the past year, from 59 to 65 per cent. The French follow with a stable majority of 58 per cent leaning positively. Perceptions in Spain have improved and have somehow recovered from the big drop that occurred last year. Following a ten-point increase in favourable views, the Spanish opinion has shifted from being divided in 2013 (36% positive vs 32% negative) to leaning positively this year with a plurality of 46 per cent of Spaniards giving positive ratings.

In Germany, the low point from 2013 has persisted this year: an identical plurality leans negative (46%) while the proportion of Germans with positive views has remained unchanged (28%, and the fourth lowest in the survey).

In the surveyed countries surrounding the borders of Europe, the Russian opinion of Japan has remained stable (49% positive vs 12% negative), while that of Turks has become more undecided. Negative ratings from Turkish respondents have plummeted to 18 per cent (down 23 points), but positive views have also decreased six points (40%). However, overall, this growing indecision leaves the Turks more firmly entrenched to positive feelings towards Japan compared to 2013.

Finally, in Africa, apart from Nigeria already discussed, Japan's influence remains positive overall and stable in Ghana (59% positive). However, the mood among Kenyan respondents has cooled significantly following a 13-point drop in positive ratings (down to 45%) combined with a 15-point increase in negative views (26%)—pushing views of Japan down to a low point since Kenya started rating this country in 2006.

Pakistan

Views of Pakistan have remained stable and very negative overall in 2014. On average, amongst the 20 tracking countries surveyed in 2013 and 2014, only 16 per cent of respondents rate Pakistan positively in terms of its influence in the world—this is one point higher than the proportion in 2013. Negative perceptions have gone up one point as well to reach 58 per cent. Pakistan remains the least positively rated along Iran.

Out of the 23 countries polled, only two lean positive (Pakistan itself, and Indonesia) with the 21 remaining leaning negatively.

The most negative perceptions of Pakistan are found among Western countries. Stable majorities of eight in ten and above lean negative in the USA (85%), and in Germany (80%). Negative attitudes towards Pakistan in Canada, Australia, France, the UK and Spain are shown among over 70 per cent and mostly stable except in Canada where it has increased by seven points and reached a record high since the country was first rated in 2008. However, in Spain, the negative sentiment has receded with a 14-point drop in negative ratings.

The USA, Spain and Germany only have five per cent of positive views, the lowest score given to Pakistan by the surveyed countries after Israel.

In countries at the periphery of Europe, perceptions of Pakistan are also all negative, although to a lesser extent than in Western countries. In Russia, 53 per cent have unfavourable views of Pakistan's influence (up 8 points and at its highest since its initial rating in 2008), while only 6 per cent have a positive perception (lowest proportion since 2008). Turkey is less negative with favourable perceptions amounting 25 per cent and negative views receding down to 41 per cent (down 7 points since 2013). Asked to rate Pakistan for the first time, two thirds (68%) of Israeli give it negative ratings, while positive views merely exist (2%).

With the exception of Indonesia that posts 40 per cent of positive views, perceptions of Pakistan in Asian countries, although leaning negative, are less unfavourable than among Western countries. Apart from Australia (77%) and South Korea, where a growing proportion leans negatively towards Pakistan (66%, up 9 points), no Asian country holds over 50 per cent of negative perceptions. They reach 49 per cent in India where positive attitudes have gone up six points to 17 per cent. In China, the sentiment has become more negative overall with unfavourable ratings somewhat increasing (41%, up 5 points), and positive ratings dropping seven points to 21 per cent. Even in Indonesia, the mood has become less friendly

with negative ratings going up six points to 31 per cent (highest proportion since the initial rating in 2008). In Japan, a stable plurality (41%) feels negative.

The highest positive view of Pakistan comes from its own population, with 44 per cent of rating their country's influence favourably. This is up six points since 2013 and it is the highest positive rating that the population has given its country since 2008.

Africa is the region where views of Pakistan are the least unfavourable overall, although they remain in negative territory. Outside of Pakistan and Indonesia, Nigeria is the country with the highest positive perception of the country, with favourable views reaching 40 per cent. This is 12 points higher than in 2013 and, following an eight-point decrease in negative ratings (46%), overall perceptions among Nigerians lean only narrowly negatively. Negative perceptions have also decreased six points in Ghana where a plurality of 41 per cent leans unfavourably (34% positive). However, negative views have significantly increased in Kenya (45%, up 13 points).

In Latin America, the worst ratings of Pakistan continue to be found among Brazilians (75%, up 13 points). Negative perceptions of Pakistan have reached their highest level since it was first rated in Chile and Peru, but the proportion are still much lower than among Brazilians with pluralities of 49 and 47 per cent, respectively. Positive ratings have also gone down six points in Chile, to 13 per cent. Mexico bucks this trend as the negative sentiment among Mexican has appeased with negative ratings dropping 14 points to 44 per cent.

India

Global perceptions of India have improved in 2014. On average, in the 20 tracking countries polled in 2013 and 2014, 38 per cent have rated India's world influence positively. This represents a four-point increase since 2013. At the same time, 36 per cent of respondents globally hold negative views (down 1 point). In terms of positive views, despite this improvement, India continues to rank 12th out of 17 countries rated, including the EU.

The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Japan)
Question not asked in Argentina

Out of the 23 countries surveyed about India's influence in 2014, ten lean positive, ten negative, and three are divided.

The most favourable views of India are found among African countries where positive attitudes have become warmer over the past year. Sixty-four per cent of Nigerians have favourable perceptions (up 7 points, and record high since it was first rated in 2006), as do 53 per cent in Kenya and Ghana. In these two countries, positive ratings have gone up 18 and seven percentage points respectively. In the three African countries, negative perceptions are amongst the lowest of all surveyed countries, not above 23 per cent—and they are down seven points in Ghana (22%).

In Europe, perceptions of India's influence in the world are split. Like in 2013, Britons remain divided (45% positive vs 46% negative). While the French were divided in 2013 (42% positive vs 44% negative), they have become more negative this year (40% positive vs 49% negative). This picture remains much less grim than in Germany where negative perceptions have surged 18 points to 68 per cent, or in Spain where the opinion remains strongly negative (20% positive vs 50% negative) despite a six-point uptick in positive ratings and a similar drop in unfavourable views.

Apart from Israel, countries in peripheral Europe lean much more favourably, with plurality of 45 per cent of Russians rating India positively and only 9 per cent of the country's respondents having negative perceptions—the lowest proportion of all the surveyed countries alongside Japan. In Turkey, the mood towards India has shifted very noticeably with a 15-point drop in negative ratings combined with a nine-point rise in positive views. As a result, the Turkish opinion has become somewhat positive in 2014 (35% positive vs 29%) as opposed to leaning strongly negatively in 2013 (26% positive vs 44% negative). Surveyed for the first time in 2014, Israel is mostly negative towards the perceived influence of India. With only 9 per cent of positive ratings, it has the lowest proportion of favourable views out of all countries surveyed. Thirty-four per cent of Israeli feel negative, leaving a majority of 57 per cent who are undecided.

Like in the UK, opinions are mostly divided in the other English-speaking countries. Australian perceptions of India have shifted from leaning strongly negatively in 2013 to being divided in 2014 following an increase in positive views of 16 points (up to 44%) and a ten-point decrease in negative opinions (down to 46%). With negative views of India in the USA at their highest since the survey started in 2006—and now reaching 41 per cent—the opinion of India among Americans has slightly shifted from somewhat positive in 2013 to being divided in 2014 (45% positive vs 41% negative). In Canada, opinions remain unchanged with a plurality leaning negatively (38% positive vs 46% negative).

Perceptions of India among BRIC counterparts are mostly positive in 2014, due to improved ratings in China and Brazil. Though much less favourable overall than in Russia, perceptions have improved in Brazil, with positive ratings increasing by 15 points to 41 per cent. With negative ratings staying stable at 36 per cent, this has resulted in a shift of the Brazilian opinion now leaning somewhat positively overall. In China, a plurality of 35 per cent are negative in their attitudes towards India, however this is 10 per cent less than in 2013.

Other Asian countries surveyed have mixed views of India's influence. Indians' ratings of their own country's influence excluded, Indonesians are the most positive in Asia about India (47% positive vs 24% negative). In Japan, despite an eight-point decline in positive perceptions since 2013, Japanese still lean towards a favourable opinion overall (34% positive vs 9% negative). In contrast, Pakistan and South Korea have mostly negative perceptions of India's influence. Negative ratings have remained mostly stable in the two countries, but with 58 per cent of Pakistanis leaning unfavourably (second highest percentage after Israel), Pakistanis have never been so negative towards their neighbour since they first rated them in 2010.

India's own perception of its influence in the world has also dropped, with a decrease in positive views of nine points (56%) and an increase in negative views of eight points (22%).

In Latin America, perceptions in Mexico have remained stable and negative overall (26% positive vs 37% negative). A plurality remains positive in Chile (35%), but it has declined from 46 per cent in 2013. In Peru, the public has shifted from being perfectly divided in 2013 (25% positive vs 25% negative) to leaning somewhat negatively this year following a six-point increase in negative ratings (26% positive vs 31% negative).

Iran

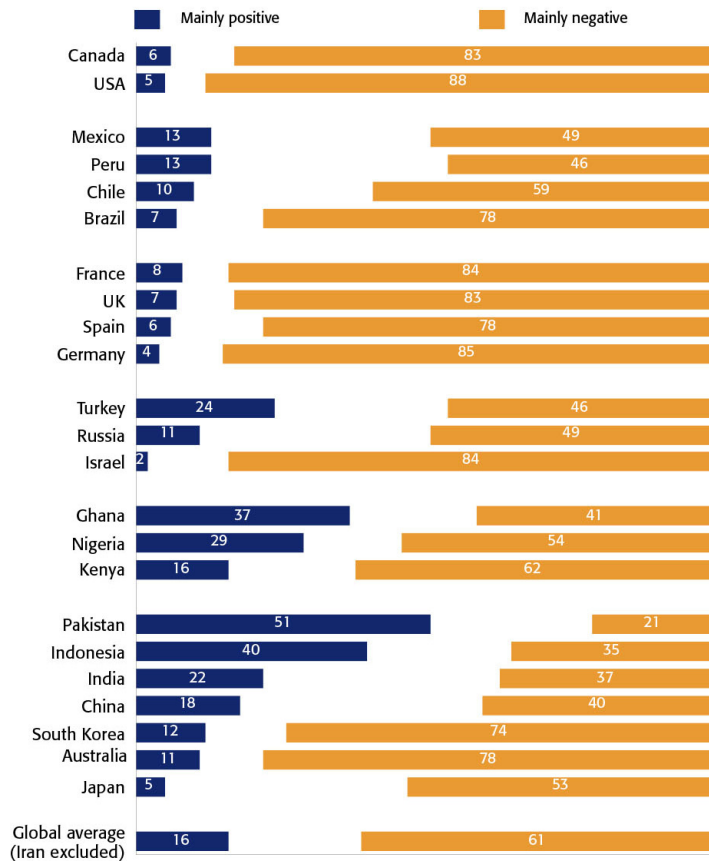
Views of Iran's influence in the world have remained stable in 2014 and are again the most negative out of the 17 rated countries (EU included). On average, in the 21 tracking countries polled in 2013 and 2014, 60 per cent lean negatively towards Iran. Iran also ranks last in terms of the proportion of positive ratings received (16%), equally with Pakistan.

Out of the 23 countries rating Iran in 2014, all lean negative except the Muslim countries Pakistan and Indonesia, and Ghana who is divided.

Europe and North America have the most negative perceptions of Iran's influence. Almost all of the surveyed countries in these continents have stable and over 80 per cent of respondents holding negative views of Iran. Americans are the most unfavourable with 88 per cent, followed by Germany (85%), France (84%), the UK and Canada (both 83%). Spain falls just beneath the 80 per cent threshold with 78 per cent of negative views.

Australia and South Korea show a very similar pattern with respectively 78 per cent (down 5 points) and 74 per cent rating Iran negatively. In Japan, a strong proportion has not provided a definite rating but a majority leans negatively (53%) compared to just 5 per cent who rate the country positively.

Outside of Europe, Eurasian countries Russia and Turkey also lean negative, though to a much lesser extent than in continental Europe. In Russia, 49 per cent of respondents are unfavourable in their attitudes towards Iran. This is up nine points than in 2013 and the highest proportion recorded in Russia since it first rated Iran in 2006. Conversely, negative opinions have decreased in neighbouring Turkey, shifting from 57 to 46 per cent in 2014, and positive opinions of Iran's influence have gone up to 24 per cent (up 7 points). Recurrent tensions between Israel and Iran are clearly reflected in the ratings: 84 per cent of Israelis lean negatively as opposed to a meagre 2 per cent who give positive ratings—the lowest proportion in the survey.

In Asia, perceptions of Iran's influence greatly vary. Neighbouring Pakistan, with 51 per cent of positive views—a similar proportion to last year's—is the country with the most favourable view of Iran. It is followed by Indonesia where positive ratings have gone up six points to reach 40 per cent, resulting in a shift in the opinion from being divided in 2013 (34% positive vs 36% negative) to leaning somewhat positively this year (40% positive vs 35% negative). Negative opinions of Iran in Pakistan and Indonesia are also the lowest of the surveyed countries, with respectively 21 and 35 per cent.

Thirty-seven per cent of Indians rate Iran negatively, which is up by seven points and at their highest proportion since the first survey in 2006. Positive perceptions have, however, somewhat improved to 22 per cent (up 5 points). The picture in China is very similar with a negative plurality of 40 per cent opposing 18 per cent with positive ratings—this is China's lowest positive perception of Iran since 2006.

In Latin America, negative views are the highest in Brazil (78%, up 12 points). Perceptions have become more unfavourable among Chileans as well with negative ratings up by ten points (59%) and positive attitudes down by 13 points (10%). The public in Mexico remains unfavourable towards Iran but less so than in 2013 (49%, down 10 points), while a stable plurality of Peruvians is oriented in the same negative direction (46%).

Views of Iran's influence have only slightly shifted in Africa between 2013 and 2014, with the exception of Kenya, where negative perceptions have significantly increased from 44 to 62 per cent. Perceptions are unchanged and negative in Nigeria (54%). In Ghana, the opinion has remained split as in 2013 (37% positive vs 41% negative).

South Africa

Global perceptions of South Africa have strongly improved in 2014. In the 21 tracking countries surveyed both in 2013 and 2014, positive ratings have jumped five points, to 39 per cent. This is the highest increase in the rated countries. At the same time, negative ratings have dropped one point to 31 per cent. South Africa has gone up one rank, seating tenth out of 17 countries (including the EU) in terms of positive ratings received.

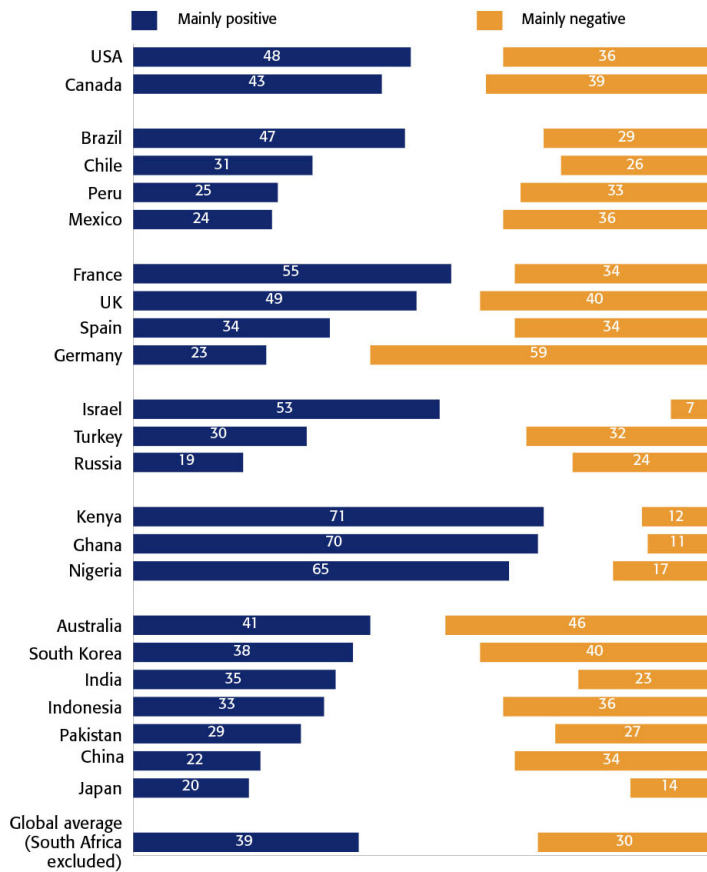
The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Japan)
Question not asked in Argentina

Out of the 23 countries polled this year, 11 have a positive perception of South Africa, six lean negative, and six are divided.

Of all surveyed countries, positive perceptions of South Africa remain the highest in African countries. Over seven in ten Kenyans (71%) have favourable perceptions about South Africa's influence in the world (up from 59%). Ghana follows closely with 70 per cent of positive ratings (down 5 points). In Nigeria, positive perceptions have remained stable (65%, and third highest proportion in the survey).

Outside of Africa, attitudes towards South Africa's influence in the world vary greatly. In Europe, perceptions have grown more positively in France (55%, up 8 points), and in the UK opinions have shifted from leaning somewhat negatively in 2013 (36% positive vs 42% negative) to leaning positively in 2014, following a 13-point rise in favourable ratings (49% positive vs 40% negative). Both in France and the UK, positive attitudes towards South Africa have never been so strong since South Africa was first rated in 2009. The picture is radically different in Germany where negative ratings have hit a record high (59%, up 17 points). Spain is now divided (34% positive vs 34% negative) unlike in 2013 when respondents were somewhat negative (32% positive vs 38% negative).

In peripheral Europe, perceptions of South Africa in Turkey have warmed significantly over the past year. Not only have positive views risen from 22 to 30 per cent in 2014, but negative perceptions have also sharply decreased, dropping 14 points from 46 to 32 per cent. As a result, the Turkish opinion is now divided. Newly surveyed this year, Israel has very favourable attitudes towards South Africa, posting 53 per cent of positive ratings and only 7 per cent of negative ratings—the lowest proportion in the survey.

Perceptions of South Africa's influence have followed different directions among BRIC countries. Positive opinions have significantly improved in Brazil and India since 2013, respectively increasing from 34 to 47 per cent and from 22 to 35 per cent. This has resulted in a shift for both the Brazilian and Indian opinions from being divided in 2013 to leaning

positively in 2014. In Brazil and India, positive ratings towards South Africa are at their highest since the country was included in the poll in 2009.

The picture is radically different in China and Russia. In China, positive perceptions have significantly decreased, dropping 12 points to 22 per cent. This is the lowest proportion of favourable ratings given to South Africa by China since the country was first rated. The Chinese opinion has shifted from leaning somewhat positively in 2013 (34% positive vs 29% negative) to leaning negatively in 2014 (22% positive vs 34% negative). Results have barely shifted in Russia with an overall impression of South Africa that remains somewhat negative (19% positive vs 24% negative) and a large majority who is undecided.

A clear improvement of perceptions is observed among English spoken countries. Positive ratings have gone up by 16 points in Australia (41%), 13 points in the UK (49%), 12 points in the USA (48%), and ten points in Canada (43%). Apart from Australia, people's opinions have shifted from leaning negatively or somewhat negatively in 2013 to leaning positively in 2014 (48% positive vs 36% negative in the USA; 49% positive vs 40% negative in the UK) or being divided (43% positive vs 39% negative in Canada). In Australia, the overall sentiment remains somewhat negative (41% positive vs 46% negative) but has largely appeased over the past year (25% positive vs 57% negative).

In the rest of Asia, perceptions of South Africa's influence in the world have barely changed. Opinions remain divided for the second consecutive year in Indonesia (33% positive vs 36% negative) and for the fourth consecutive year in Pakistan (29% positive vs 27% negative)—but the Pakistanis are becoming more polarised year after year, with a decreasing proportion of respondents unable to rate South Africa's influence one way or the other. Views of South Africa in South Korea have slightly shifted, from being somewhat positive in 2013 (37% positive vs 32% negative) to being divided in 2014, following an eight-point increase in negative perceptions (38% positive vs 40% negative). In Japan, a small plurality leans positively (20%) but the vast majority of respondents continue to be undecided (66%).

Opinions of South Africa in Latin America vary. Views have barely changed in Mexico between 2013 and 2014, and have remained negative overall (24% positive vs 36% negative). Perceptions are also negative in Peru and have slightly worsened following a seven-point increase in negative perceptions to reach its highest proportion to date (33%). In Chile, views have strongly deteriorated following a 12-point decreased in positive views and a seven-point increase in negative ratings. Overall, however, the Chilean public remains somewhat in positive territory (31% positive vs 26% negative).

Israel

Views of Israel have sharply improved in 2014. On average in the 21 tracking countries polled in 2013 and 2014, almost a quarter of respondents (24%) rate Israel positively in terms of its influence in the world and one in two (50%) rate it negatively. This represents an uptick of three points in its positive ratings since 2013 combined to a two-point drop in the proportion of unfavourable views. Despite this positive evolution, Israel continues to be the fourth most negatively viewed nation although is differentiated more visibly from the other worst-rated nations, North Korea, Iran and Pakistan.

Out of the 23 countries surveyed, 18 lean negatively towards Israel and only five lean positive.

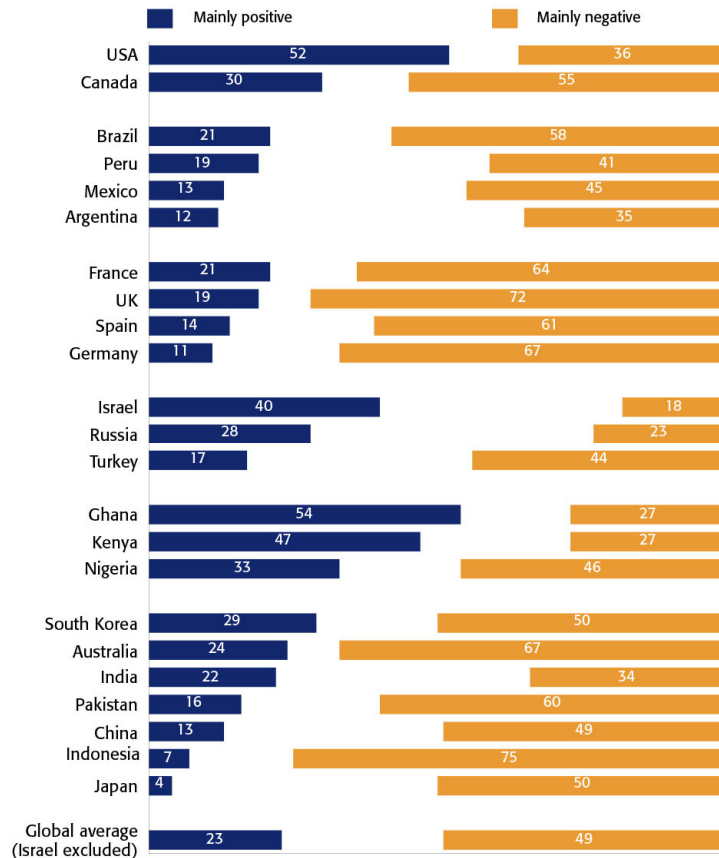
Views of Israel's Influence

By Country, 2014

The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Argentina and Japan)
Question not asked in Chile

The most unfavourable views towards Israel are found among European countries. Perceptions have barely changed since 2013 in the UK, Germany, and France with respectively 72, 67, and 64 per cent of negative opinions. In Spain, the overall sentiment remains strongly negative (14% positive vs 61% negative) but has receded following a nine-point decrease in the proportion of negative ratings combined to a ten-point rise in the percentage of those holding favourable views—this is its highest since Israel was first rated by Spain in 2008.

Unlike the EU countries surveyed, opinions of Israel's influence in the world have significantly warmed in peripheral Europe. Russian views have shifted from leaning negatively in 2013 to leaning somewhat positively in 2014, due to a five-point increase in positive views (28%) and a nine-point decrease in negative views—down to 23 per cent and the lowest proportion in the survey after Israel. In Turkey, a strong plurality remains negative overall but the proportion of Turkish respondents holding unfavourable views of Israel has literally plummeted and is now almost half of what it was last year, dropping 37 points to reach its lowest level to date (44%). Positive opinions have gone up only by nine points (17%) over the same period of time, meaning an increased proportion among Turks is undecided about Israel's influence in the world.

In other Muslim countries surveyed, views have worsened in Indonesia where three quarters of respondents (75%, up 5 points) rate Israel negatively and 7 per cent hold positive views (down 5 points)—this is the most dire picture of Israel among Indonesians since they first rated the country in 2007. In Pakistan, six in ten have unfavourable attitudes towards Israel (60%, down 5 points). In Nigeria, views have deteriorated and shifted from being divided in 2013 (35% positive vs 38% negative) to leaning negatively in 2014 following an eight-point increase in negative ratings (33% positive vs 48% negative).

In North America, similarly to the EU countries surveyed, perceptions of Israel's influence have barely changed between 2013 and 2014. Views remain mainly negative in Canada (30% positive vs 55% negative) and mainly positive in the USA (52% positive vs 36% negative). Favourable ratings of Israel are at their highest in the USA and Canada since they first rated the country in 2007. USA also ranks second for most positive views of Israel's influence after Ghana.

Perceptions have also barely changed in Latin American countries where opinions remain mainly negative. Brazil has the highest negative perceptions of Israel (58% and stable) but positive attitudes have increased six points to reach 21 per cent. In Peru, a stable plurality leans negatively towards Israel (41%), which is twice as much the proportion of those holding favourable views (19%). Perceptions have remained strongly negative in Mexico (13% positive vs 45% negative) although less so than in 2013 following an eight-point drop in unfavourable views. In Argentina, 35 per cent give Israel negative ratings but a majority is undecided in its views (53%).

In Asia, Australia is among the most unfavourable towards Israel, with two thirds of the population (67% and stable) giving negative ratings and just under a quarter having positive views (24%). Favourable attitudes, however, have gone up eight points since 2013 and are at their highest since Australia first rated Israel in 2007. Views have softened in South Korea as well with negative ratings down by six points (50% and at their lowest since its initial rating in 2007), and this decrease has been transferred to positive ratings (24%, up 6 points).

Perceptions have become much more unfavourable in China, with negative ratings reaching 49 per cent in 2014 (up 16 points) and positive opinions plummeting by 19 points to hit a bottom low of 13 per cent. While they were divided in 2013, the Chinese opinion is now leaning strongly negatively towards Israel. In India, the opinion remains negative (22% positive vs 34% negative) but the public has become more polarised as the proportions of both those holding negative and positive views have increased (by 8 and 6 points, respectively). Japan has the lowest positive views of all surveyed countries, with 4 per cent and a stable 50 per cent leans negatively.

In Africa, the surveyed countries are amongst the most positive of Israel's influence in the world. Ghanaians are the most favourable towards Israel in the survey (54%, up 10 points and at its highest level), just ahead of the USA (52%). In Kenya, an increased plurality is positive (47%, and third highest proportion in the survey) but negative perceptions have almost doubled over the past year (27%, up 12 points).

Surveyed for the first time this year, Israeli respondents perceive their own country's influence quite positively overall (40% positive vs 18%).

North Korea

Global views of North Korea have remained fairly stable and are very negative in 2014. On average, in the 21 tracking countries surveyed, 58 per cent have a negative opinion of North Korea (up 1 point) and 19 per cent hold the opposite attitude (also up 1 point).

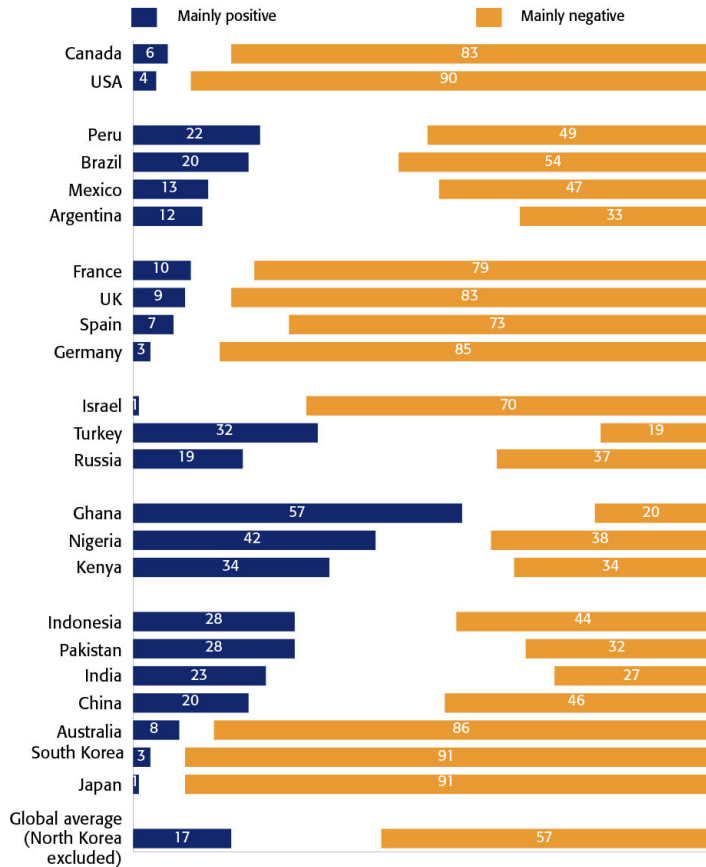
Out of the 17 rated countries, North Korea continues to be third-last in terms of positive views. Of the 23 countries surveyed in 2014, 17 countries are negative, four are divided (India, Kenya, Nigeria, and Pakistan) and two are positive (Turkey and Ghana).

The most unfavourable perceptions of North Korea are found among its closest neighbours, South Korea and Japan, where over nine in ten respondents give negative ratings to the Pyongyang Regime regarding its influence in the world (91% in both countries). With 1 per cent positive views, Japan gives the lowest positive rating amongst the surveyed countries.

The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Argentina and Japan)
Question not asked in Chile

Perceptions of North Korea's influence in the world have barely changed in the Western world between 2013 and 2014, being very firmly entrenched in negative territories. Opinions are strongly negative in the USA, now reaching 90 per cent (the second-highest proportion in the survey): the highest since North Korea started to be rated in 2007. Negative perceptions also reached their highest level since 2007 in Australia (86%, third highest proportion in the survey), and Canada (83%). In continental Europe, 85 per cent of Germans rate North Korea negatively (down 5 points from 2013), as do 79 per cent in France and 73 per cent in Spain (also down 5 points).

Opinions differ in peripheral Europe. In Russia, perceptions remain negative overall but to a much lesser extent, as only 37 per cent of respondents hold unfavourable views of North Korea. In Turkey, negative perceptions have decreased considerably, dropping 32 points to 19 per cent: opinion has shifted from leaning negatively to leaning positively in 2014 (32% positive vs 19% negative).

There is a sharp contrast in perceptions of North Korea's influence amongst Asian countries. Apart from South Korea and Japan, China and Indonesia also hold negative views, though to a lesser extent, with 46 and 44 per cent unfavourable ratings respectively. Opinions of both countries have shifted to become negative in 2014. Views in China were divided in 2013, but positive views have dropped 12 points (to 20%) while negative views have increased 14 points to 46 per cent, pushing the overall sentiment to levels unseen since polling started in 2007. Similarly, Indonesia has seen a sharp decrease in positive perceptions (28%, down 14 points) combined with an increased proportion of negative

ratings (44%, up 15 points to the highest proportion since 2007). Indonesians now lean negatively after being positive in 2013. India is bucking this trend in Asia, as positive ratings have gone up eight points (23%), making the opinion shift from leaning negatively in 2013 (15% positive vs 23% negative) to being divided in 2014 (23% positive vs 27% negative). In Pakistan, the public has remained divided (28% positive vs 32% negative).

Perceptions of North Korea's influence are negative in all Latin American countries surveyed. Negative views have increased in Peru (49%, up 14 points) and Brazil (54%, up 7 points). A plurality of 47 per cent of Mexicans also have negative views, but this proportion has decreased by seven points over the past year.

The most positive perceptions of North Korea are all found in Africa where they have significantly increased. With 57 per cent of positive views in 2014 (up 9 points), Ghana has its most positive rating of North Korea since 2007, and the highest positive rating of all surveyed countries. Negative views among Ghanaians have also dropped seven points, to 20 per cent. Ghana is followed by Nigeria, where 42 per cent of the opinion holds positive views (the second-highest proportion in the survey). This is up six points since 2013; however, the opinion remains divided overall (42% positive vs 38% negative). Views in Kenya have improved with a 14-point rise in positive ratings (34%, and third highest percentage in the survey), making the country's opinion shift from leaning negatively in 2013 to being divided in 2014, despite a six-point increase in negative ratings (34% positive vs 34% negative).

France

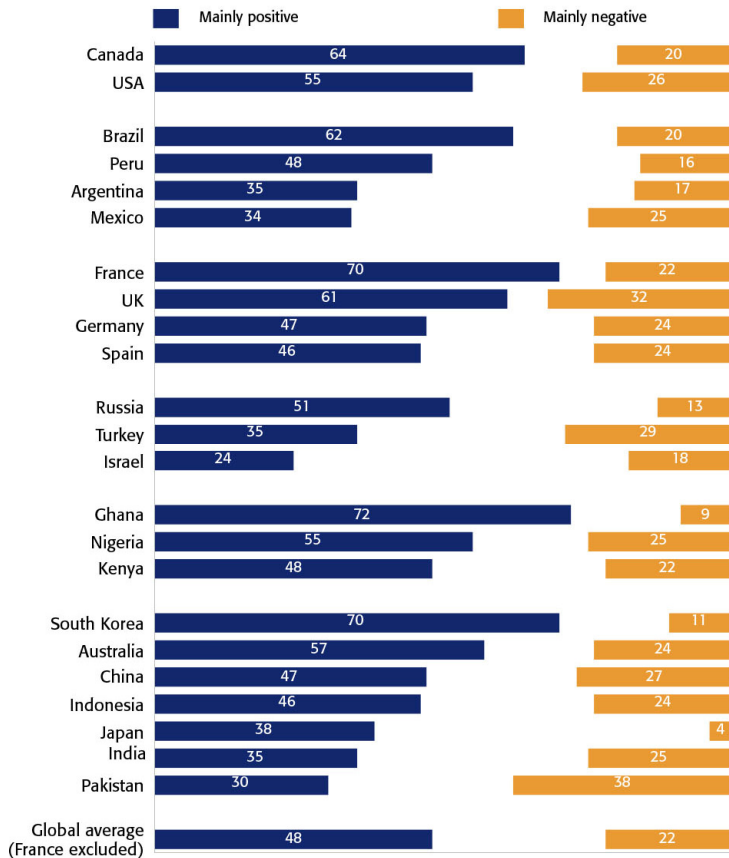
Global perceptions of France have slightly improved in 2014. On average, in the 20 tracking countries surveyed both in 2013 and 2014, 50 per cent feel positive about France's influence in the world. This is two points higher than in 2013, and this increase has pushed France to the fourth rank in terms of the proportion of positive ratings received, at the expense of Japan. Negative perceptions have decreased by one point in the same time, amounting to 22 per cent in 2014. Out of the 23 countries surveyed, 22 are positive and one only rates France's influence negatively (Pakistan).

The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Argentina and Japan)
Question not asked in Chile

In the EU, perceptions of France have remained mostly stable in Germany (47% positive) and Spain although the majority of favourable opinions seen in Spain in 2013 has vanished, leaving a plurality of 46 per cent with positive perceptions (down 5 points). In the UK, positive opinions have significantly improved, rising from 50 per cent in 2013 to 61 per cent in 2014: its highest rating of France since 2005. The extent to which the French rate their own country's influence positively has decreased over the past year by six points. With seven in ten (70%) rating it positively, this is the second-highest proportion in the survey.

Attitudes towards France's influence, outside of the EU, are also positive. In Russia, 51 per cent lean favourably, a stable proportion from 2013. In Turkey, the opinion has shifted remarkably, as negative views have dropped 35 points to 29 per cent while positive views have improved to reach 35 per cent (up 14 points). This is the first time that the Turkish opinion is favourable overall since the beginning of the survey in 2005. Newly surveyed this year, Israel leans positive thanks to a tiny plurality of 24 per cent. However, almost six in ten (58%) do not have a clear view.

In North America, views are stable and strongly positive among Canadians (64%), and they have gotten warmer among Americans (58% positive, up 7 points, vs 26% negative, down 7 points).

Although perceptions of France's influence in the world are positive in Latin America, favourable views are not as high as in North America, with the exception of Brazil. Positive views there have increased significantly in 2014, reaching 62 per cent, compared with 50 per cent in 2013. Attitudes are all positive in Peru, Argentina, and Mexico, but to a lesser extent (respectively 48%, 35% and 34%). In Mexico, negative views have sharply decreased, dropping 18 points from 43 to 25 per cent, making the opinion shift from leaning negatively in 2013 to leaning positively this year.

The surveyed African countries also all have a positive view of France's influence. Ghana has the most positive opinion of all surveyed countries, with a fairly stable proportion of positive ratings (72%, the highest positive rating of France since 2006). Positive opinions have barely shifted in Kenya (48%) but the proportion of negative perceptions has doubled from 10 per cent in 2013 to 22 per cent this year. In Nigeria, a comfortable majority holds positive feelings towards France (55%) although this has decreased from 61 per cent in 2013.

Opinions of France are more differentiated in Asia. With 70 per cent of positive views (up 6 points since 2013), South Korea has the second-highest positive impression of France in 2014, tied with France itself. Australia is the second-most positive country in the region, posting 57 per cent of favourable ratings (a stable result). In Japan, a very strong and somewhat increasing plurality leans positively (38% positive vs 4% negative). Positive perceptions have also improved among Indians (35%, up 6 points). In Indonesia, a strong plurality still holds positive views of France, but the mood has cooled with positive ratings dropping ten points (to 46%) and negative ratings rising by the same amount (to 24%). Views have also cooled in China, where negative views of France have increased eight points to 27 per cent. However, negative attitudes continue to be greatly outnumbered by the proportion of those leaning positively (47%).

Pakistan is the only surveyed country where a plurality of the opinion leans negatively towards France. Thirty-eight per cent of Pakistanis give negative ratings to France. This represents a seven-point increase, and is the highest proportion since respondents began rating France in 2010. Divided in 2013, the opinion in Pakistan is now back into negative territory (30% positive vs 38% negative).

China

Views of China's Influence
By Country, 2014

Country	Mainly positive	Mainly negative
Canada	28	64
USA	25	66
Peru	54	24
Brazil	52	29
Argentina	45	20
Mexico	33	40
UK	49	46
France	26	68
Spain	24	59
Germany	10	76
Israel	27	34
Russia	47	24
Turkey	32	31
Nigeria	85	10
Ghana	67	18
Kenya	65	25
China	85	7
Pakistan	75	15
Indonesia	52	28
Australia	47	44
India	33	35
South Korea	32	56
Japan	3	73
Global average (China excluded)	41	40

The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Argentina and Japan)
Question not asked in Chile

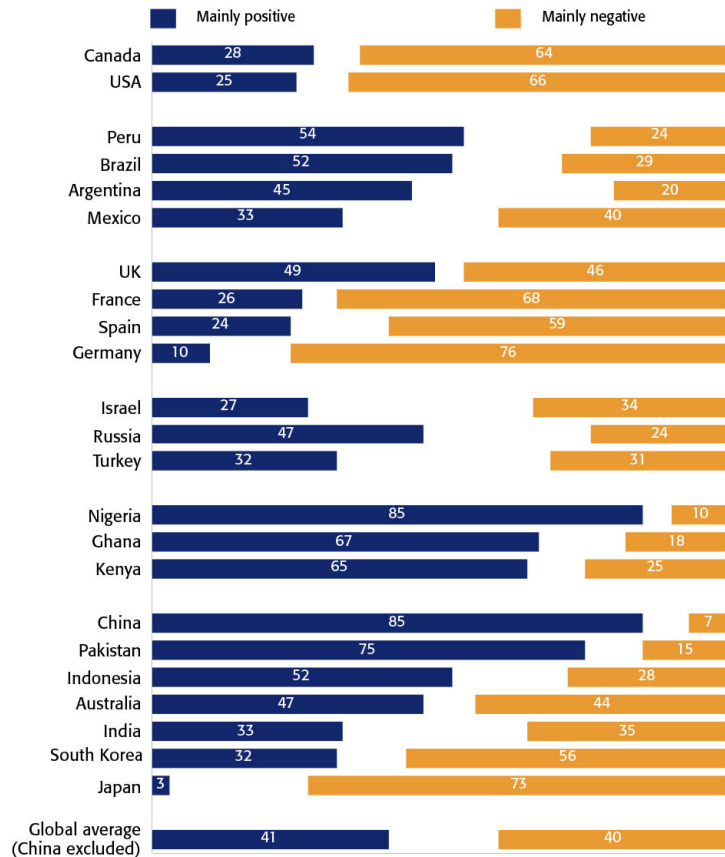
Views of China have stabilised in 2014 after the sudden deterioration that occurred in 2013. In the 20 tracking countries polled in both years, an average of 42 per cent hold favourable attitudes towards China's perceived influence in the world. This represents a two-point increase since last year and is the same proportion as those holding negative views (42%, unchanged), making global opinion divided in perceptions of China.

China ranks eighth out of the 17 rated countries in terms of positive views in 2014, tying the USA. Of the 23 surveyed countries, ten rank China's influence positively, nine are negative, and four are divided.

The most favourable views of China are found in Africa where no surveyed country has less than 65 per cent of positive views. Positive views have increased in two of the three surveyed African nations, reaching 85 per cent in Nigeria (up 7 points, tying China itself in giving the highest percentage in the survey), and 65 per cent in Kenya (also up 7 points). Views have remained stable in Ghana, where two thirds of the opinion lean favourable (67%).

Perceptions of China in surveyed Latin American countries are also mostly positive, with very little change in opinions since 2013. Peru and Brazil are the most favourable and continue to have above 50 per cent of positive views and less than 30 per cent of negative views in 2014. Surveyed for the first time in 2014, Argentina has 45 per cent of positive views compared with 20 per cent of negative ones. Here, only Mexico has a negative perception of China (33% positive vs 40% negative), despite a seven-point decrease in negative ratings from 2013.

As in Brazil, attitudes towards China are also positive and relatively stable in another BRIC nation. The proportion of Russians leaning favourably has increased somewhat, to 47 per cent (up 5 points), while negative views have remained stable (24%). In India, however, the mood towards China has worsened following an eight-point increase in the proportion of negative ratings (35%). Leaning narrowly positive in 2013 (36% positive vs 27% negative), Indian opinion has shifted and is now divided (33% positive vs 35% negative).

In the rest of Asia, opinions of China are widely diverse. In Australia, a significant increase in positive views (up 11 points) combined with a matching decrease in negative ratings has resulted in a shift in opinion, from leaning mainly negative in 2013 (36% positive vs 55% negative) to being divided in 2014 (47% positive vs 44% negative). Similarly, views have warmed a bit in South Korea following a nine-point increase in positive ratings, but they

remain negative overall (32% positive vs 56% negative). In Japan, negative perceptions have increased nine points, reaching 73 per cent and hitting a record high since 2005. Having only three per cent positive views, Japan also has the lowest positive opinion of China of all surveyed countries.

China's rating of itself excluded, Pakistan has the most positive views of China in Asia, at 75 per cent (although this is down 6 points since 2013). The opinion in Indonesia is also comfortably positive, with a stable majority of 52 per cent holding positive views. China's opinion of its own influence on the world has sharply improved in 2014, as positive ratings have risen eight points to 85 per cent and negative ratings have fallen nine points to seven per cent.

In North America, perceptions of China are similar among Canadians and Americans. Sixty-four per cent of Canadians give negative ratings to China's perceived influence (up 5 points), and 66 per cent of American respondents lean the same way (stable).

In the EU countries, Germans have become increasingly negative towards China with 76 per cent perceiving it negatively. This is up nine points since 2013 and is Germany's most unfavourable rating of China since 2005. In France, a stable proportion leans negatively (68%). Negative sentiments have reduced in Spain, dropping eight points to 59 per cent, while positive ratings have simultaneously increased by 11 points to 24 per cent. In the UK, opinion has improved significantly this year, shifting from leaning negatively in 2013 to being divided this year (49% positive vs 46% negative) thanks to a 12-point rise in positive ratings. With 49 per cent of positive ratings, Britons are the most favourable towards China among the Western countries surveyed, but are also the most polarised out of all countries surveyed.

In the Middle East, perceptions of China among Turks have improved following a 22-point drop in negative views, making the country's opinion divided (32% positive vs 31% negative). Newly surveyed this year, Israel leans narrowly negative (27% positive vs 34% negative).

Brazil

Global views of Brazil's influence in the world remain mainly positive on 2014. In the 20 tracking countries polled in 2013 and 2014, an average of 45 per cent give it positive ratings (up 1 point) as opposed to the 26 per cent who give negative ratings. While the proportion of unfavourable ratings has increased by three points over the past year, Brazil remains comfortably seated in the table of all rated countries, ranking seventh in terms of positive views received, and having the fifth-lowest proportion of negative ratings.

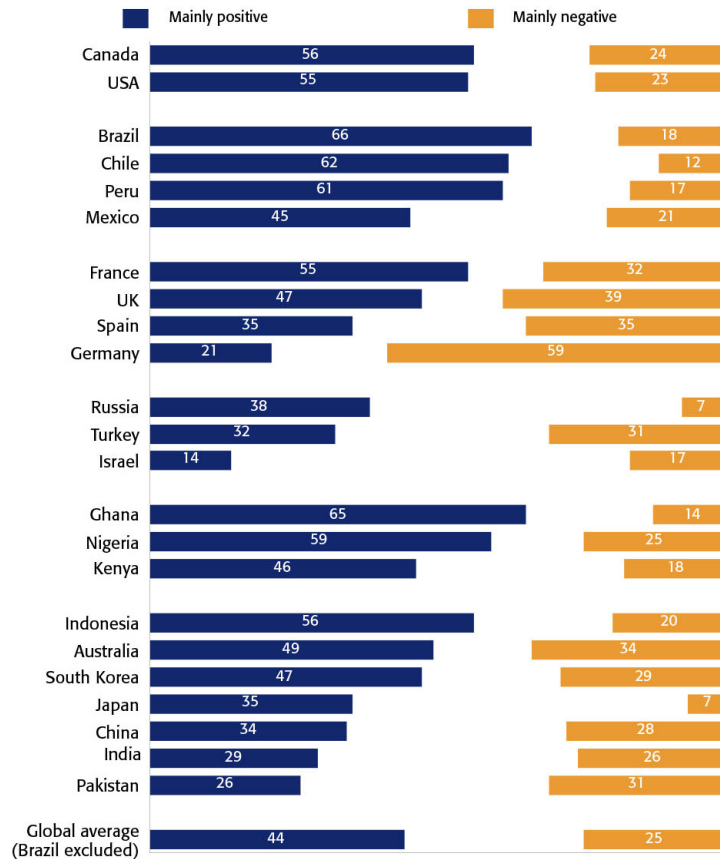
The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Japan)
Question not asked in Argentina

Of all 23 countries surveyed in 2014, 17 have a mainly positive perception of Brazil's influence in the world, four are divided, and two are negative (Germany and Pakistan).

Perceptions of Brazil amongst BRIC countries have remained fairly stable since 2013. Views are mostly positive and very stable in Russia, with a plurality of 38 per cent giving positive ratings to Brazil for the third consecutive year. With only 7 per cent negative views, Russia has the lowest proportion of unfavourable ratings of Brazil amongst the surveyed countries (along with Japan). Views are more moderate in China, but have a shifted a little from being divided in 2013 (34% positive vs 31% negative) to leaning somewhat positive in 2014 (34% positive vs 28% negative). In India, the opinion has become more polarised with both positive and negative ratings increasing, but overall attitudes remain divided (29% positive vs 26% negative).

The other two countries surveyed in South America have some of the most positive views of Brazil. In Chile, the proportion of positive ratings has decreased by 11 points since 2013, but with 62 per cent respondents leaning favourably, Chile has the third-warmest perception of Brazil after Brazil itself and Ghana. Peru follows closely, with a stable majority of 61 per cent.

Further north, Mexico also leans positive, with perceptions mostly unchanged since 2013 (45% positive vs 21% negative). For Canadians and Americans, positive perceptions of Brazil have increased: Canadians' positive ratings rose from 44 to 56 per cent in the last year, and Americans' have gone from 50 to 55 per cent.

Views among the surveyed EU countries are quite diverse, with the proportion of positive ratings ranging from 55 per cent in France to only 21 per cent in Germany. This comfortable majority among French has remained stable over the past year. Positive perceptions have also remained stable in the UK over the last four years, with 47 per cent in 2014, but negative views have reached their highest level since 2008: there has been a significant increase from 27 per cent in 2013 to 39 per cent in 2014. In Germany, the public already had

a negative opinion of Brazil in 2013, but this has worsened even more. Following a 19-point increase in negative ratings to 59 per cent, this is the highest negative response recorded here since 2008. While Spain had strong positive attitudes towards Brazil in 2013 (58% positive vs 13% negative), these have plummeted following a 23-point drop in positive ratings and a 22-point increase in negative ratings. As a result, Spanish opinion is now divided in its attitudes towards Brazil for the first time since the country began to give ratings in 2008.

In the Middle East, the Turkish public remains divided (32% positive vs 31% negative). This is also the case in Israel (14% positive vs 17% negative), though perceptions are very much undecided as 69 per cent do not have a clear opinion of how they perceive Brazil's world influence.

Perceptions of Brazil in all surveyed African countries remain mainly positive in 2014. Ghana has the most favourable attitudes towards Brazil in the survey (after Brazil itself), with two thirds leaning positively (65%). This is the highest proportion of positive ratings recorded in Ghana since Brazil started to be rated in 2008. Views are also very healthy in Nigeria (59% positive) despite an increase in negative perceptions (25%, up 8 points). The mood among Kenyans has remained stable and favourable overall (46% positive vs 18% negative).

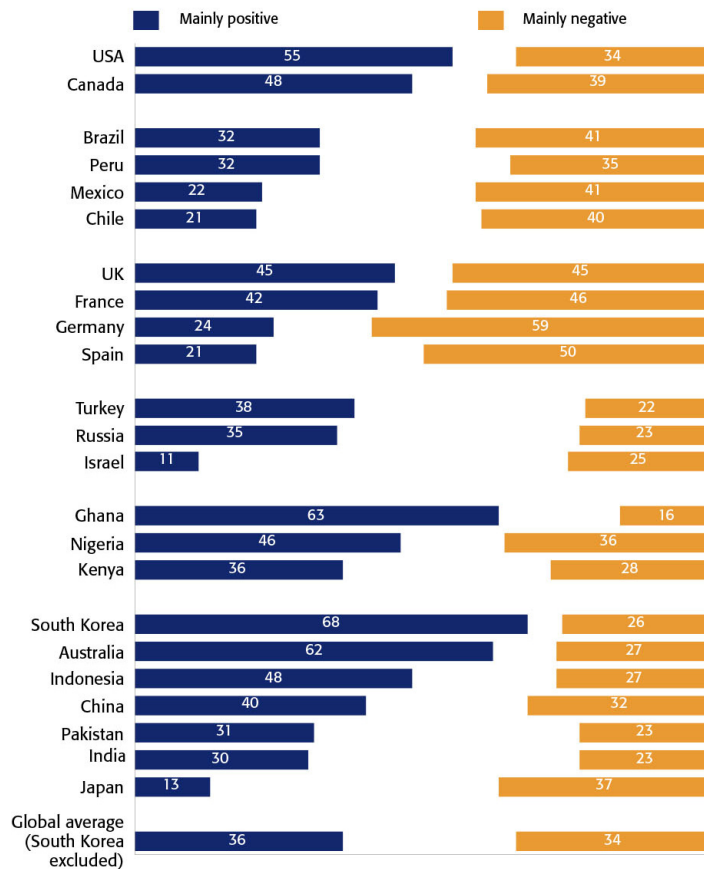
Among the remaining Asian countries surveyed, attitudes towards Brazil's perceived influence in the world are also largely positive—with the exception of Pakistan, where opinion has shifted from being divided in 2013 (27% positive vs 26% negative) to leaning somewhat negative in 2014 (26% positive vs 31% negative). In Australia, views have markedly improved, shifting from being divided in 2013 (39% positive vs 37% negative) to leaning positive this year due to a ten-point increase in positive ratings (49% positive vs 34% negative). Views in Indonesia and South Korea have barely changed since 2013, with stable proportions of positive opinions of 56 and 47 per cent respectively. The proportion of favourable views has decreased slightly in Japan (35%, down 5 points) but only seven per cent of Japanese respondents give negative ratings, the lowest unfavourable proportion (along with Russia) for Brazil in the survey.

South Korea

The white space in this chart represents "Depends," "Neither/neutral," and "DK/NA."
Asked of half of sample (except in Japan)
Question not asked in Argentina

Global perceptions of South Korea's influence in the world have remained stable and narrowly positive in 2014. On average, in the 20 tracking countries polled in 2013 and 2014, 38 per cent are positive about South Korea and 34 per cent are negative. This represents a two-point increase in both positive and negative views over the past year.

Out of the 23 countries polled, 13 lean positive, seven lean negative, and three are divided (France, Peru, and the UK).

Views in North America of South Korea's influence have strongly improved in 2014. Positive perceptions in both the USA and Canada have significantly increased, by eight and ten points respectively. With 55 per cent of respondents leaning positively, Americans have never been so favourable toward South Korea since tracking began in 2010. In Canada, the increase has resulted in a shift in opinion from being divided in 2013 (38% positive vs 41% negative) to mainly positive this year (48% positive vs 39% negative).

Perceptions of South Korea's influence in the world are varied in the surveyed Asian countries but remain mostly positive, with the exception of Japan. Attitudes have warmed a great deal in Australia with a 17-point increase in positive ratings and a nine-point drop in negative views. With 62 per cent of respondents leaning positive, Australians are the third-most positive about South Korea (after South Korea itself and Ghana), and are like Americans in giving South Korea the best positive ratings since 2010. Perceptions have also improved in India, where 30 per cent of the public gives positive ratings to South Korea, an 11-point rise from 2013. This is has led to a shift from a divided opinion in 2013 (19% positive vs 19% negative) to a positive one in 2014 (30% positive vs 23% negative), and is also India's highest rating of South Korea's influence.

Over the past year, attitudes have remained relatively stable and mainly positive in China and Pakistan, with 40 per cent positive views given in the former and 31 per cent in the latter. Among Asian countries surveyed, only Indonesian and Japanese opinions of South Korea have significantly worsened, although a plurality in Indonesia remain positive (48%, down 10 points). Japanese opinions have decreased, with positive ratings dropping six points to 13 per cent and negative ratings climbing nine points to 37 per cent. Negative ratings of South Korea in Japan have never been so high since they began to rate the country.

In continental Europe, attitudes towards South Korea tend to be quite unfavourable. The highest proportion of positive ratings is found in the UK, but the opinion remains divided

(45% positive vs 45% negative). In France, positive ratings have increased by five points, and this has led to a shift in opinion from negative in 2013 to divided this year (42% positive vs 46% negative). In Germany, a strong majority of respondents continues to be negative (59%) but the proportion has dropped six points from its high point in 2013. In Spain, perceptions have deteriorated abruptly, shifting from being mainly positive in 2013 to being negative in 2014. Negative ratings have surged to 50 per cent (up 29 points) and reached a record high since 2010, while positive views plunged from 43 to 21 per cent in the same time.

To the east, views of South Korea among Russians have remained stable, with a plurality of respondents (35%) rating the country's influence positively, while the mood in Turkey has improved and shifted from being negative in 2013 (30% positive vs 40% negative) to being positive this year, with an 18-point drop in negative ratings and an eight-point increase in positive views (38% positive vs 22% negative). Newly surveyed this year, a tiny plurality of Israeli respondents leans negatively (25%), but the vast majority of the public is undecided (64%).

Perceptions of South Korea in the Latin American countries surveyed have deteriorated in 2014. In Peru, a ten-point increase in negative ratings has shifted opinion to being divided (32% positive vs 35% negative) after leaning somewhat positive in 2013 (31% positive vs 25% negative). Similarly, in Chile, the opinion has shifted from leaning positive in 2013 (40% positive vs 26% negative) to leaning negative in 2014 (21% positive vs 40% negative). This is the worst net result observed in Chile since ratings of South Korea began in 2010. Perceptions have barely changed in Mexico and Brazil, with 41 per cent giving negative ratings to the influence of South Korea.

All surveyed African countries have positive impressions of South Korea. Ghana has the highest positive perception of South Korea amongst the countries surveyed—with the exception of South Korea's own—with 63 per cent positive views (up 8 points). Views of South Korea in Nigeria and Kenya have remained fairly stable over the past year, with respective pluralities of 46 and 36 per cent leaning positively. In Kenya, however, the proportion of negative ratings has gone up seven points to 28 per cent.

South Korea's perception of its own influence in the world has barely changed in the last year, with 68 per cent giving positive ratings—the highest proportion in the survey.

Methodology

In total 24,542 citizens in Argentina, Australia, Brazil, Canada, Chile, China, France, Germany, Ghana, India, Indonesia, Israel Japan, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, South Korea, Spain, Turkey, the UK, and the United States were interviewed face-to-face or by telephone between December 17, 2013 and April 28, 2014. Questions were asked by half samples in all countries polled except in Argentina and Japan. Polling was conducted for BBC World Service by GlobeScan and its research partners in each country.

In Brazil, China, Indonesia, Kenya, and Turkey urban samples were used. The margin of error per country ranges from +/- 2.5 to 6.1 per cent, 19 times out of 20.

Country	Sample Size (unweighted)	Field dates	Sample frame	Survey methodology	Type of sample
Argentina	1006	February 21–28, 2014	18+	Face-to-face	National
Australia	806	January 13 – February 18, 2014	18+	Telephone	National
Brazil	801	January 13 – February 7, 2014	18–69	Face-to-face	Urban[1]
Canada	1004	January 10 – February 18, 2014	18+	Telephone	National
Chile	1200	December 19, 2013 – January 6, 2014	18+	Face-to-face	National
China	1000	January 14 – February 23, 2014	18+	Telephone	Urban[2]
France	1004	January 20 – February 3, 2014	18+	Telephone	National
Germany	1004	January 21 – February 17, 2014	16–70	Telephone	National
Ghana	508	February 20 – April 28, 2014	18–65	Face-to-face	National
India	1064	February 10–22, 2014	18+	Face-to-face	National
Indonesia	1000	February 4–27, 2014	18+	Face-to-face	Urban[3]
Israel	1000	January 23–30, 2014	18+	Telephone	National
Japan	1522	January 18–19, 2014	20+	Face-to-face	National
Kenya	1010	February 4–16, 2014	18+	Face-to-face	Urban[4]
Mexico	800	February 22–27, 2014	18+	Face-to-face	National
Nigeria	800	February 12–20, 2014	18+	Face-to-face	National
Pakistan	2168	January 27 – February 15, 2014	18+	Face-to-face	National
Peru	1008	February 5–12, 2014	18–70	Face-to-face	National
Russia	1021	January 24 – February 19, 2014	18+	Face-to-face	National
South Korea	1000	February 8–11, 2014	19+	Telephone	National

Spain	800	December 17, 2013 – January 7, 2014	18+	Telephone	National
Turkey	1012	January 3–25, 2014	15+	Face-to-face	Urban[5]
United Kingdom	1000	January 14, 2014 – February 22, 2014	18+	Telephone	National
USA	1004	January 10–17, 2014	18+	Telephone	National

[1] In Brazil the survey was conducted in Belo Horizonte, Brasília, Curitiba, Goiânia, Porto Alegre, Recife, Rio de Janeiro, Salvador, São Paulo, representing 23 per cent of the national adult population.

[2] In China the survey was conducted in Beijing, Beiliu, Chengdu, Dujiangyan, Fenyang, Fuyang, Guangzhou, Hangzhou, Manzhouli, Quanzhou, Qujing, Shanghai, Shenyang, Shuangcheng, Wuhan, Xi'an, Xining, and Zhengzhou, representing 45 per cent of the national adult population.

[3] In Indonesia the survey was conducted in Bandung, Jakarta, Makassar, Medan, and Surabaya, representing 27 per cent of the national adult population.

[4] In Kenya the survey was conducted in Kakamega, Kisumu, Machakos, Mombasa, Nairobi, Nakuru, and Nyeri, representing 45 per cent of the national adult population.

[5] In Turkey the survey was conducted in İstanbul, Tekirdağ, Bursa, İzmir, Adana, Samsun, Trabzon, Ankara, Kayseri, Malatya, Diyarbakır, and Erzurum, representing 55 per cent of the national adult population.

Research Partners

Country	Research Institute	Location	Contact
Argentina	TNS Argentina	Buenos Aires	Angeles Arano +54 11 4891 6469 angeles.arano@tns-gallup.com.ar
Australia	GlobeScan	Toronto	Robin Miller robin.miller@globescan.com +1 647 528 2767
Brazil	Market Analysis	Florianópolis	Fabián Echegaray fabian@marketanalysis.com.br +55 48 3364 0000
Canada	GlobeScan	Toronto	Robin Miller robin.miller@globescan.com +1 647 528 2767
Chile	Mori Chile	Santiago	Marta Lagos mlagos@morichile.cl +56 2334 4544
China	GlobeScan	Toronto	Robin Miller robin.miller@globescan.com +1 647 528 2767
France	Efficience 3	Paris and Rheims	Thierry Laurain thierry.l@efficience3.com +33 1 4316 5442
Germany	Ri*QUESTA GmbH	Teningen	Bernhard Rieder riquesta.rieder@t-online.de +49 7641 93 43 36
Ghana	Business Interactive Consulting Limited	Accra	Razaaque Animashaun info@bigghana.com +233 302 783140 / +233 302 782892
India	Team C Voter	Noida	Yashwant Deshmukh yashwant@teamcvoter.com +91 120 424 7135
Indonesia	DEKA Marketing Research	Jakarta	Ratna Mulia Darmawan ratna.darmawan@deka-research.co.id + 62 21 723 6901
Israel	TRI Strategic Research	Tel Aviv	Arie Rotem arie@t-r-i.co.il + 972 (0)36478955
Japan	The Yomiuri Shimbun	Tokyo	Susumu Arai arai8138@yomiuri.com +81 3 3217 1963
Kenya	Research Path Associates Ltd.	Nairobi	Charles Onsongo charles.onsongo@rpa.co.ke +254 20 2734770
Mexico	Parametría	Mexico City	Francisco Abundis fabundis@parametria.com.mx +52 55 2614 0089
Nigeria	Market Trends	Lagos	Jo Ebhomenye joebhomenye@hotmail.com +234 1734 7384
Pakistan	Gallup Pakistan	Islamabad	Ijaz Shafi Gilani isb@gallup.com.pk +92 51 2655630

Peru	Datum	Lima	Urpi Torrado urpi@datum.com.pe +511 215 0600
Russia	CESSI Institute for Comparative Social Research	Moscow	Vladimir Andreenkov vladimir.andreenkov@cessi.ru +7 495 650 55 18
South Korea	East Asia Institute	Seoul	Wonchil Chung cwc@eai.or.kr +82 2 2277 1683
Spain	Sigma Dos Int.	Madrid	Petrana Valentinova petrana@sigmados.com +34 91 360 0474
Turkey	Yöntem Research Consultancy Ltd.	Istanbul	Mehmet Aktulga mehmet.aktulga@yontemresearch.com +90 212 278 12 19
United Kingdom	Populus Data Solutions	London	Patrick Diamond pdiamond@populusdatasolutions.com +44 207 553 4148
USA	GlobeScan	Toronto	Robin Miller robin.miller@globescan.com +1 647 528 2767